

**CIRCA is a pioneering digital art platform based in Piccadilly Circus that presents new ideas every evening at 20:21, both online and on a global network of screens in London, Tokyo and Seoul.**

**Rooted in time and bringing people together, each month CIRCA commissions and streams a digital programme of art and culture. Since launching in October 2020, CIRCA has commissioned new work from rising and established names including Ai Weiwei, Cauleen Smith, Eddie Peake, Anne Imhof, Patti Smith, Tony Cokes, Emma Talbot, Vivienne Westwood, James Barnor, and David Hockney.**

**Founded by artist Josef O'Connor, CIRCA offers an innovative way for the public to engage with art and support creative communities via the #CIRCAECONOMY. Each month, prints are sold by CIRCA artists and profits are circulated back into helping build an economy that commissions new public art in our communities, nurtures more diverse cultural industries, and supports emerging creative potential.**

**This September, CIRCA has partnered with Dazed to transform one artist's life with a cash prize of £30,000, generated from #CIRCAECONOMY print sales and awarded by Marina Abramović to the winner of their 'Class of 2021' showcase.**

---

## **MARKETING AND COMMUNICATIONS MANAGER**

CIRCA is seeking a highly skilled Marketing and Communications Manager to amplify our message as a fast growing digital art platform to an international audience. This hybrid role requires you to create and implement innovative strategies, placing CIRCA at the forefront of the new-media landscape.

You are a disruptor who thinks outside the box. You make calculated, brave and strategic decisions. You pioneer and create opportunity from within our collective networks, and beyond. You are connected to the zeitgeist. A master of digital technology, you passionately find new ways of delivering old tricks. A brand ambassador, you recognise the potential in CIRCA as a pioneering platform, capable of reaching new audiences and generating meaningful change within the community.

You are a storyteller who unlocks the potential narrative from within each of our campaigns. You see the future and want to be part of creating it. You will lead on communicating ambitious projects and ideas by some of the world's most respected artists and creatives. This will involve managing media and public relations, internal communications, brand marketing, advertising, direct marketing, digital and social media and production of materials.

Defining the CIRCA voice, you'll seek out opportunities to communicate our mission and elevate the work we do each month with our collaborators and #CIRCAECONOMY.

Most importantly, you are excited by the prospect of shaping culture within a small, driven and ambitious team. You are motivated by the values set out within our manifesto and feel inspired by the positive work we do with the #CIRCAECONOMY and want everyone to know about it.

---

## **KEY RESPONSIBILITIES**

- Work closely with Creative Director to develop and execute CIRCA brand strategy;
- Define unified brand voice across multiple platforms;

- Lead, develop and deliver creative URL/IRL marketing and communication strategies, plans and approaches;
- Lead, manage and deliver PR/Social strategy;
- Lead as the first point of contact for Marketing and Communications between internal and external stakeholders in the UK and abroad;
- Work with cross-functional team to develop, plan and implement URL/IRL marketing & communications strategies into place;
- Work closely with Creative Director to design and develop creative marketing and communication products and strategies;
- Lead, develop and deliver a digital strategy across web, app, mail, media & social;
- Lead, manage and deliver marketing approaches including targeting, personalisation and measurability; data analysis, customer profiling and segmentation;
- Act as a 'brand ambassador' ensuring consistency across all internal and external communications;
- Manage the Marketing & Communications budget and ensure programme milestones related to marketing & communications are achieved on time and within budget.

---

## SKILLS & EXPERIENCE

- 5+ years of marketing and communication experience (e.g. cultural platform, e-com, luxury brand, advertising agency, in-house marketing department or magazine/editorial/publishing group);
- Portfolio of work that demonstrates marketing and communication experience;
- Bachelor's degree or equivalent professional experience;
- High level media contacts and broadcast, print and online media;
- Strong knowledge of current events, pop culture, video, web and broadcasting content;
- Strong organizational and time management skills with the ability to set priorities, multi-task, and meet deadlines;
- Strong communication skills, both written and verbal;
- Ability to think strategically and execute methodically;
- Desire to work in a fast-paced environment where continuous innovation is expected;
- Experience with project management applications and understanding of creative production tools (Asana, Google Workspace, Adobe CS).

**CIRCA** is proud to be an equal opportunities employer who does not discriminate against any employee or job applicant because of race, colour, religion, national origin, sex, physical or mental disability, or age.