

Marketing and Visual Content Coordinator

Grampian Hospitals Art Trust (GHAT) is recruiting a Marketing and Visual Content coordinator to support GHAT to maximise our visibility across all platforms. GHAT is a busy arts in health organisation based within Aberdeen Royal Infirmary. Our remit covers all the hospital facilities within NHS Grampian from Stonehaven to Moray. The Marketing and Visual Content coordinator will be responsible to the General Manager and work closely with the GHAT management team who develop innovative and intriguing arts in health projects. This post would suit someone who likes to have a challenge and to be supporting a cause that really makes a difference to people when they are in hospital.

Background:

Grampian Hospitals Art Trust (GHAT) is a registered charity set up 30 years ago to improve the visual environment in healthcare spaces for the benefit of patients and visitors across the NHS Grampian (NHSG) area. GHAT is an independent charity led by a board of 14 Trustees. The Trustees are responsible for the governance and strategic development of the charity. More can be seen at www.ghat-art.org.uk. GHAT's core activities are:

The Healing Environment: In its early life, GHAT sourced pictures for the NHSG wall spaces. Our extensive collection of over 4000 art works with a value of over £800,000 is constantly reviewed and re-hung to improve the "feel" of hospitals for all - the main corridor in Aberdeen Royal Infirmary (ARI) is a recent example of what we aim to achieve.

However with a new sense of the need for an enhanced environment, GHAT now works closely with NHS staff to plan and enhance the visual environment as a whole. This is particularly valuable in new build and refurbishment projects, where NHSG estates work hand in hand with GHAT staff to ensure that the visual environment is not an afterthought.

Artroom: Artroom projects are run on 4 NHSG facilities in Aberdeen. Artists work directly with patients and their families on these projects by providing specifically designed arts sessions tailored for the participants to enhance wellbeing, build self-confidence and compliment medical treatment.
https://issuu.com/grampianhospitalsarttrust/docs/artbook_2016_final

Exhibition spaces: GHAT programmes 3 exhibition spaces, including The Suttie Arts Space, a newly opened purpose built contemporary art gallery in ARI. These spaces are programmed to present changing exhibitions, events and artistic interventions by artists ranging from graduates to emerging and mid career artists. The exhibition programme helps demystify the hospital experience to the outside and provide a non-medical space and introduce contemporary art to staff, patients and visitors.

The Marketing and Visual Content coordinator will ensure that the GHAT marketing and visibility is the best it can be. The ideal candidate will have key skills in visual communications and marketing including web presence, hard copy flyers and social media platforms. A clear understanding of quality graphic design and the importance of visual messaging would be a definite advantage. Excellent written English will be essential in order to update all the marketing platforms. The post holder would support volunteers and work experience placements as part of the marketing team.

As a charity, GHAT makes a difference through the delivery of professional 'arts in health' services for the people within the hospitals of the North East. As Marketing and Visual Content coordinator you will support us

to ensure the charity is visible and increase market reach. GHAT is looking for someone who is outgoing and enthusiastic – ready to interact with our audience. You will need to be a people person who has the ability to support our diverse team of artists and project managers. You will be an integral part of a working environment that is artistic and interesting with new projects and programmes of work being developed continually.

Salary: 18hrs per week FTE £22,500 12 months Fixed Term

Working for Grampian Hospitals Art Trust

GHAT is based in Aberdeen Royal Infirmary, Aberdeen. Some of the team are based in the office and others work within their project site such as the Artroom Artists. This post will be based in the main GHAT office of Aberdeen Royal Infirmary. At present there are 14 staff members with another 10 volunteers who support the delivery of our core programme of activity.

Application process:

Applicants can apply by post or email.

Or via our Indeed page: <https://www.indeedjobs.com/grampian-hospitals-art-trust/jobs/4adcedda6d37044d9d33>

To apply send a cover letter outlining how your skills and knowledge which suits you for this post. Please include a CV which demonstrates any relevant experience.

Send your application to sally.thomson@nhs.net

Sally Thomson
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Aberdeen Royal Infirmary
Foresterhill
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A panel consisting of key members of the GHAT team will assess the applications. Shortlisted applicants will be asked to attend an interview in Aberdeen during the week of 30th September

Deadline: Sunday 22nd September 00:00