



**Position:** Communications Officer

**Location:** London, UK

## **Introduction**

The Zaha Hadid Foundation is seeking to appoint a Communications Officer. Reporting to the Director, the Communications Officer will develop and run the Foundation's ongoing public relations and marketing activities. They will be central to the promotion and generation of public awareness of the organisation and everything it does.

ZHF aims to be a major national and international centre for the study of architecture and design, and all the visual arts insofar as they intersect with the urban environment. Its mission is to preserve and promote the artistic and creative legacy of Zaha Hadid, to advance research and education in areas pertaining to her legacy, and in relation to modern architecture, design and related disciplines. It will do this through the creation of appropriate facilities for the display and study of its collections, and through curatorial and educational programmes in its own facilities and those of other institutions.

The Communications Officer will develop and run ZHF's day-to-day communications and public relations. ZHF's website and online presence is a vital component in this. On major individual projects in these areas, they will liaise with contractors and consultants brought in for these specific tasks.

## **The Foundation**

The Zaha Hadid Foundation aims to present the art and ideas of Zaha Hadid to local and global audiences. It will promote new ideas in architecture and design, and the interaction of the arts in contemporary society, engaging with diverse audiences and supporting new scholarship in areas which pertain to her work and legacy.

Whilst firmly rooted in architecture and the life and work of Zaha Hadid, the Foundation will engage in a broad range of cultural activities. It will create exhibitions, from large-scale events for major international venues, to smaller and specialist displays. The Foundation has its own exhibition space in which changing displays from the collections will provide London with ongoing access to Zaha Hadid's work. The Foundation will also create exhibitions of all

types that position Zaha in context, independently and through collaboration with other institutions.

The Foundation will offer fellowships and bursaries, stage conferences, colloquia, public lectures, and online programmes, and generate publications. As part of its commitment to learning, it will provide classes and demonstrations. Foundation Fellows will include junior and senior architects, designers, and artists committed to exploring new ground, aesthetically and technically. Fellows in history, theory and museology will explore perspectives on Modern art and architecture.

The ZHF is a new organisation at an early stage in its development. The core role of the ZHF team in the first three years will be to create the Foundation as a fully functioning and internationally leading organisation of its type. By positioning the Foundation at the heart of numerous audiences, the Communications Officer will be central to these developments. They will work well as a part of team, be flexible and innovative, and able to work with people from a variety of specialisms.

## **The Collections**

The Foundation's collections comprise of c.12,000 works across a range of media, including architectural models, furniture, interior design, paintings, drawings, architectural plans and blue-prints, fashion design, and jewellery. Additionally, there is a considerable archive, consisting of works on paper and various types of ephemera. There is a collection of books which will form the basis of a research library. At present the collections are in secure professional storage.

## **The Role**

As a new institution, ZHF is effectively a 'start-up'. It is important therefore that the postholder is flexible with regard to the tasks at hand, and able to work within a team environment that is sometimes pressured. Much of the role will be project-driven: supporting the coordination and delivery of projects will be a significant aspect of the postholder's abilities.

The appointed person will be centrally engaged in the development of the communications strategy, for the setting-up and running of every aspect of the institution's communications and public relations programmes on a day-to-day basis. The successful candidate will be self-motivated and able to work independently, while engaging fully with their colleagues. They will be experienced with social media, and able to communicate well both verbally and in writing. They will be able to adapt to rapidly changing circumstances. They will be aware of the importance of architecture and design in contemporary society, and keen to be an ambassador for everything Zaha Hadid stood for.

## **Key Duties**

Reporting to the Director, the Communications Officer will:

- Be the first point of contact for all ZHF media enquiries, liaising with the ZHF administrator to monitor and respond to external enquiries.
- Plan and implement day-to-day public relations and communications programmes to support the Foundation's exhibition, learning, and research activities.
- Characterise and promote ZHF's collections and facilities to wide and diverse audiences.
- Liaise with contractors and consultants on ZHF's major communications and PR projects.
- Manage the ZHF website, ensuring content is up to date and relevant to key audiences.
- Develop, maintain, and expand ZHF's social media presence, including Twitter, Instagram and other relevant platforms.
- Develop, maintain, and expand public relations through print, broadcast and digital media in relevant sectors, including architecture, design, related arts, education, museums and galleries.
- Prepare effective materials to support ZHF activities, including press packages and releases, image sets and digital content, podcasts and YouTube content.
- Arrange events and appointments, such as interviews, press events and photo calls.
- With other members of the team, take full part in the organisation of relevant evening events.
- Build and expand ZHF's network of contacts and maintain a contacts database.
- Support the team engaged in fund-raising projects.
- Participate with senior management in creating and maintaining ZHF's brand identity.
- Other related duties as requested by the Senior Management Team.

## **Person Specification**

- Relevant undergraduate degree or equivalent professional experience
- Pronounced interpersonal and communication skills, including presentation and facilitation
- Experience with website management
- Experience with a range of social media
- Project management skills
- Ability to work collaboratively
- Ability to manage a diverse workload
- Ideally, work experience in a relevant area of the cultural industries.
- Ideally, an interest in architecture, design, and related arts.
- Commitment to equality and diversity in the context of the role

## Application procedure

Applicants should apply in writing to the ZHF Director at [mail@zhfoundation.com](mailto:mail@zhfoundation.com), by no later than **5pm on 29 September 2022**. We expect to hold interviews in w/c 10 October 2022, arrangements to be confirmed.

The following are requirements for the application process:

- a current curriculum vitae
- a supporting statement of no more than 2 pages. This should outline why you believe you are suitable for the post, and why you find the Zaha Hadid Foundation particularly interesting. You should address the criteria outlined in the person specification in your statement.
- The names and contact details of 2 referees. Please indicate whether the referees can be contacted immediately, or whether you would prefer us to wait until an offer is being made.
- N.B. Please ensure your name is included in the title of each document.

## Salary

The salary will be in the range £29,000 - £35,000.