

# PR Trustee for ArtCan



*Founded in 2012, ArtCan is an artist-led, non-profit organisation with a strong track record of producing collaborative exhibitions in London, across the UK, and abroad. Guided by our Board of Trustees and powered by a dedicated community of members and volunteers, we are committed to creating opportunities for artists to showcase their work, develop sustainable practices, and connect with audiences in meaningful ways.*

*We are now seeking a PR Specialist Trustee to bring strategic leadership and creativity to our communications. In this role, you will help shape and deliver ArtCan's PR programme, strengthen our media presence, and amplify our story to audiences across the UK, Europe, and globally.*

## The Board

In summary, the Board's role is to:

- Set, monitor and review the organisation's strategic aims, objectives & direction
- Take ultimate responsibility for ensuring the organisation is solvent and well run.

The main duties of trustees are:

- Ensure the organisation is carrying out its purposes for the public benefit
- Comply with the organisation's governing document and the law
- Act in the organisation's best interests
- Manage the organisation's resources responsibly
- Act with reasonable care and skill
- Ensure the organisation is accountable

## PR Trustee Responsibilities

In addition to the above, you will:

- Provide strategic direction for PR and communications aligned with ArtCan's values.
- Help unlock new PR opportunities through your network.
- Ensure our communications are ethical, effective, and compliant.
- Promote PR and communications at Board level and across the organisation.

## What We're Looking For

We are looking for someone with:

- Experience in public relations, communications, or media outreach, ideally within a charity, arts, or community-based setting.
- A proven track record of developing and delivering successful PR strategies that generate media coverage and increase organisational visibility.
- Strong written and verbal communication skills, including experience writing press releases, pitching to media, and adapting tone for different audiences.
- Established connections with, or the ability to build relationships with, journalists, editors, and local/ regional media outlets.
- The ability to work independently while also collaborating closely with our board and senior team.
- A confident, organised approach with the ability to manage time and deadlines effectively.
- A professional understanding of the UK media landscape and communication best practices.
- A strategic mindset and strong communication skills.
- Willingness to leverage your network for the charitable cause.
- A personal commitment to our values: inclusion, innovation, and impact.



## **Time Commitment**

- Attend Board meetings 4 times a year (usually 3 online and 1 in person).
- Lead a Board subcommittee comprising board members and member artists.
- Prepare for meetings in advance.
- Attend private views of exhibitions in London as needed and elsewhere as possible (often out of hours).
- Participate in team events (e.g., Annual Day, Christmas party).
- Offer informal support to PR and comms volunteers (approx. 2-3 hrs/month).

## **What you'll get in return**

- Be part of an ambitious, passionate social enterprise making a real difference to artists and art audiences.
- Build credibility and visibility within arts and community sectors.
- Attract new audiences, supporters and funding opportunities.
- Celebrate the voices and work of artists from all walks of life.
- Help to build a strong global network of artists.
- Work alongside a supportive, skilled Board and Senior Leadership.

## ***What difference will you make?***

If you are passionate about amplifying the voices of artists and using your communications expertise to make a real difference, we would love to hear from you. Becoming a Trustee with ArtCan means joining a committed team working together to support creativity, collaboration, and opportunity across our artist community.

Applications: CV and Cover Letter to [info@artcan.org.uk](mailto:info@artcan.org.uk)

Deadline for applications: 29th October

Interviews - ideally in-person in London the week of the 10th November