

# Communications Manager Recruitment Pack

For access queries, including any alternative formats, or if you have any difficulty completing the online form, please call 020 7247 5102 or email [access@artsadmin.co.uk](mailto:access@artsadmin.co.uk).

**Please find enclosed information on the role of Communications Manager at Artsadmin. To apply you will need to complete our online application form.**

To apply go to <https://www.artsadmin.co.uk/about/jobs>

Deadline for applications: 10am, Monday 23 May 2022

Interviews will take place on Friday 27 May 2022 and second interviews in the w/c 30 May 2022

Please refer to the Communications Manager job description and person specification in your application.

This application pack contains:

- Applicant guidance notes (p.2)
- About us (p.3)
- Communications Manager job description (p.4)
- Communications Manager specification (p.9)

Thank you for your interest in Artsadmin.

Kind regards,

Róise Goan and Ben Cooper-Melchioris  
Artistic Director and Executive Director

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VAT REGISTRATION NUMBER: 657086117. REGISTERED IN THE UK NUMBER: 2979487. REGISTERED CHARITY NUMBER: 1044645

## COMMUNICATIONS MANAGER APPLICATION GUIDANCE NOTES

Please follow the checklist below to ensure you fully complete your application.

What?	Why?	Completed?
Read Guidance Notes	To ensure you send the best application you can, so you're more likely to be shortlisted.	
Research Artsadmin	This will tell you about who we are and the work we do: <a href="http://artsadmin.co.uk">artsadmin.co.uk</a>	
Read the Job Description	This explains the key activities of the role. You need to be sure that you have the potential to fulfil the activities outlined, and are interested in the full range of the role. It will also detail the areas of expertise you should highlight your experience of in your application form.	
Read the Person Specification	These illustrate the minimum requirements for the role. It is important that you clearly demonstrate these in your application. The desirable requirements are indicative of potential specialities that are good to reference but not essential.	
Complete the application forms	<p>Please complete all sections as fully as possible. Remember to include all relevant experience including voluntary work, placements etc along with paid employment. The online application form can be found at <a href="http://apply.artsadmin.co.uk">apply.artsadmin.co.uk</a></p> <p>Complete the <a href="#">Equal Opportunities Monitoring</a> form, which is anonymised and separate to your application form.</p>	
Submit your application	<p>You will receive a confirmation email. If you have any difficulties with your online application, contact us 020 7247 5102 or email <a href="mailto:admin@artsadmin.co.uk">admin@artsadmin.co.uk</a></p> <p><b>Deadline: 10am, Monday 23 May 2022.</b> We cannot accept applications after this time.</p>	

## ABOUT ARTSADMIN

Artsadmin creates the conditions for art to explore the spaces in-between.

Our work and projects explore the areas between social and environmental justice, the hyper-local and the international.

## VALUES-DRIVEN

Artsadmin works with artists, communities and collaborators in the development of creative work and conversations. Ensuring the success of these requires us to be led by our values, and to live them across everything we do.

We **nurture vision** from artists at all stages of their careers, with care and support

We **take action** to make projects happen locally, nationally and internationally with creativity and ambition

We **cultivate connection**, with and in-between artists, communities, programming partners and funders with generosity and humility

We are actively interested in **progressing equity**, in the projects we produce and the ways we work with commitment and empathy.

## WHAT WE DO

We are a collaborative partner, working with artists as they explore and develop new projects, contexts and ways of working. Everything we do is part of a unique curated artistic programme, from one-off hour-long creative support sessions at our east London home Toynbee Studios to multi-year global partnership platforms.

## HOW WE DO IT

Everything we do is project-based. Some are artist-led, and some are conceived and led by Artsadmin. We work to develop and produce these projects and, with venue and festival partners, bring them to audiences locally and globally. At its heart, our work is about collaborating with artists so their projects find the right context, partners and support.

We champion projects that speak to the 'here and now' really clearly, where artists are asking questions that feel urgent and essential. We value projects that align with our long-standing insistence that the arts have something to say about the climate emergency and social injustice. We are drawn to projects with an intuitive and rigorous enquiry rather than those making statements about the way the world is or should be.

The work we produce is neither defined or confined by any one particular artform. We produce creative, risk-taking projects that connect with the DNA of Artsadmin and the post-punk political context in which it was founded in 1979.

## OUR PROGRAMME

We work across 5 main areas:

**Projects** — We curate, develop and produce works with artists that connect with audiences locally, nationally and internationally

**Platforms** — We develop and deliver ongoing series and multi annual programmes, often in partnership, that progress our artistic agenda and drive important conversations.

**Portals** — We make space to share knowledge, expertise and insight to further ways in and ways forward in our sector for artists and arts-workers.

**Pilots** — We enquire, explore and innovate to address gaps in our field of enquiry, and find new models, ways of working and tools that push these forward,

**Place** — Artsadmin's home is Toynbee Studios in the heart of Tower Hamlets; a creative ecosystem that houses other arts organisations, provides accessible studio hire, and a welcoming, creative canteen. We use our spaces to deepen understanding, engagement and relationships in our hyperlocality through our engagement and public programmes.

## Our Team

We are a friendly team comprising around 30 people where everyone's contribution is valued. However, we acknowledge both that Artsadmin is currently a majority white organisation and our need to become an organisation that reflects the diversity of the country around us. As a result, we have developed and are currently writing new stretch milestones in our [anti-racist strategy](#) as part of a commitment and ongoing process to create a diverse and inclusive workplace.

## Our Recruitment Approach

We are particularly interested in hearing from people who are underrepresented in the sector, such as those who identify as D/deaf and/or disabled, those from low socio-economic backgrounds, people of African or Caribbean heritage, South Asian heritage, East Asian heritage, West Asian heritage, Central Asian heritage, South East Asian heritage, people of Middle East and North African heritage\* and those who have experienced racism. By the term 'those who have experienced racism', we are referring to individuals who have experienced discrimination based on the colour of their skin, race and/or their culture. [\\*#BAMEOver – A Statement for the UK, Sept 2020](#)

For the recruitment of this role, we are committed to ensuring that there is:

- A person of colour on the interview panel
- Interviews guaranteed for those who identify from the Global Majority\* and meet our minimum essential criteria in the person specification.
- A chance to meet some of the team at interview stage to give insight into the organisational culture, as well as a chance to ask questions outside the interview

And that, once in role, any successful candidate who identifies as part of the Global Majority will have access to an external coach or mentor to provide support for working in a majority-white team during their first year at Artsadmin.

In using the term 'Global Majority' we refer to people who identify as Black, Asian, Brown, dual-heritage, indigenous to the global south, and or have been racialised as 'ethnic minorities'.

If you have any questions, please email [admin@artsadmin.co.uk](mailto:admin@artsadmin.co.uk). This email account is regularly checked.

## **Communications Manager**

### **Job Description**

Responsible to:	Head of Development & External Relations
Additional reporting:	Artistic and Executive Directors
Salary:	£32,000-£34,000, depending on experience
Type of contract:	Full time, fixed term contract for one year, with an intention to extend as a permanent post subject to funding.
Hours of work:	10am-6pm, Monday-Friday. No overtime will be paid, but time off in lieu can be taken for additional hours assigned by a department head or Director. Hybrid remote working will be possible in alignment with Artsadmin's Remote Working Policy.
Holidays:	20 days, plus eight public holidays. Artsadmin currently operates a two-week, discretionary closure over Christmas and New Year in addition to staff leave entitlement.
Probation Period:	Four months
Notice Period:	Three months

### **Benefits (post probation):**

- 4% employer pension contributions, 1% above statutory minimum
- Sick pay and income protection scheme
- Life Assurance scheme at four times annual salary
- Health scheme, reimbursing medical costs including eye tests and glasses
- Travel card / Season ticket loan
- Cycle to Work Scheme
- Enhanced Maternity, Adoption and Shared Parental Leave Policy
- Additional holiday and childcare benefits for length of service

### **Purpose of the Role**

- Own, deliver and continuously evolve the communications strategy developed by the head of the department, the Directors and trustees, alongside our business plan.
- Plan, implement and deliver a new content strategy to support the above and the annual marketing and PR campaigns needed to achieve both, alongside ongoing development of our brand and oversight of all related communications and data systems.

### **Context**

The Communications Manager is an exciting new role in Artsadmin's Marketing and Development team. We have recently completed a strategic organisational review, including brand positioning, and are poised to update our visual identity. Our strategic communications work will sit parallel to, interlink with and support our fundraising strategy, which is owned and delivered by the Head of Development & External Relations.

The Communications Manager will line manage the Marketing Officer and the Development & Marketing Assistant. They will collaborate with Artsadmin's producers and wider staff, artists,

touring venues and partners to create engaging, bold, inclusive and accessible content and digital marketing plans that deepen engagement with and widen the reach of Artsadmin's artistic programme, develop our reputational PR and deliver the objectives of our strategy.

**Duties include:**

**Strategy and evaluation**

- Reporting directly to the Artistic Director, Executive Director and the Head of Development & External Relations, lead on the creation and delivery of Artsadmin's communications strategy that endeavours to deepen and widen audience engagement with Artsadmin's activities across three defined audience segments
- Identify the relevant organisational and project-based messaging needed to achieve the strategy and assess the annual campaigns, content and channels best fit to deliver this in order to reach or retain these audiences, seeking early input and sign off from the roles above
- Design and implement a bold content strategy fit for our strategy, values, brand and audiences, including regular season launches and fundraising messaging
- Manage the digital analytics and audience research frameworks (including Audience Finder and the Impact and Insight Toolkit) and reporting internally and externally to understand interactions with Artsadmin's marketing and inform future activities.
- Collate data for internal, Board and external reporting
- Identify opportunities for new or improved marketing activities and processes
- Remain informed on best practices in culture, charity and non-profit communications, identifying new methods and channels while ensuring our resources and content are not spread too thin to be effective
- Manage the organisational marketing budget and marketing budgets for specific Artsadmin projects

**Brand and profile**

- Create and deliver institutional communications and reputational PR campaigns that meet the communications strategy's objectives
- As brand lead, maintain clear brand guidelines for internal and external use and ensure compliance across all communications materials
- Lead and delegate in compiling, proofing and editing content for printed and digital marketing materials, such as promoters' packs, marketing packs and presentations
- Source or commission images upon request (internal and external) with copyright/usage approval
- Oversee the creation of dynamic documentation of Artsadmin projects for communication purposes and ensure digital media is filed and organised by the wider team
- Identify and pursue press and public relation opportunities, including building and maintaining select journalist relationships and collaborating with external PR agencies

**Digital**

- Create the strategy and briefs for high-quality editorial and promotional digital content that delivers Artsadmin's content strategy, projects and campaigns in a variety of formats (audio, film, written blogs, visuals)

- Manage the commissioning and co-commissioning of digital content and marketing campaigns with external suppliers, including planning and art direction, ensuring our most high-profile projects or sales targets attract the target audience with highly compelling, fresh content
- Ensure that all digital marketing and content demonstrates best practice in accessibility, anti-racism, inclusivity and sustainability and is compliant with our brand and copyright
- Collaborate with Artsadmin's partners (ie artists, touring venues, peer arts organisations) to develop and distribute digital marketing and content projects.
- Lead the strategy for Artsadmin's social media presence, which is shared within the Marketing team, including schedule planning and content updates
- Support with creating and sending regular and targeted emails and newsletters
- Initiate and delegate joint promotions, reciprocal marketing and collaborations with other organisations and venues, and communicate with touring partners, visiting companies and artists on their digital marketing initiatives
- Work with the Head of Development & External Relations on communicating fundraising campaigns
- Support the Executive Director, the Head of Development & External Relations and the Head of Operations in assessing and delivering Artsadmin's overall digital strategy across our programme, building, operations and audiences

### **Box Office, Website, Data and Databases**

- Lead and delegate the maintenance and development of Artsadmin's websites, working closely with external professionals on cyber security and ongoing updates
- Ensure the Marketing team maintains and updates content on our websites
- Take responsibility for sales targets of the occasional ticketed events that Artsadmin hosts
- Oversee box office management and ticketing, delegating delivery throughout the marketing team as needed
- Collaborate with the Head of Development & External Relations and the Head of Operations on the strategic development of KIWI, Artsadmin's CRM database
- Oversee the maintenance and updates of KIWI, including delivering development projects and staff training
- Oversee data sharing with visiting artists and companies in line with GDPR
- Collate data on KIWI for reporting for events, audiences and contacts
- Supervise email list management and updating key stakeholder contacts
- Promote best practice use of personal data in line with GDPR and Artsadmin's data protection policy

### **General**

- Regularly attend Artsadmin events and activities, at Toynbee Studios and elsewhere, and take an active interest in viewing work
- Research and keep up-to-date with developments in contemporary performance, dance, live art, as well as arts marketing practice, press, design, digital and data
- Attend training and networking events to stay up-to-date with current trends
- Support fundraising applications and events



- Contribute to creative support sessions and marketing workshops for artists and Artsadmin Youth members
- Represent Artsadmin at arts sector events
- Undertake to the best of your abilities any other reasonable duties requested by Artsadmin including those outside the scope of this job description.

## **Person Specification**

### **Essential skills and experience**

- At least 3 years of experience in a marketing, digital, or content creation role within an arts, culture, education, social enterprise or non-profit setting
- Experience in strategic planning and delivering a multi-year communications strategy within a professional non-profit organisation or charity
- Demonstrable passion for the arts, arts marketing and digital content creation
- Experience of collaborating with multiple stakeholders and external suppliers on communication campaigns or content creation
- Excellent copywriting and editing skills
- Competent in working with social media, databases and website CMS
- Competent in GDPR and statutory data protection requirements
- Thorough and accurate proofreading skills, with a keen eye for detail
- Fluent in standard Microsoft Office, cloud server and digital collaboration software
- Numeracy and budgeting skills
- Ability to analyse, interpret and summarise quantitative and qualitative data
- Understanding of making digital content accessible (e.g. subtitling, audio description)

### **Essential qualities and attributes**

- A creative flair, with an ability to propose ideas that strategically support current aims while understanding what would be needed to deliver it
- Ability to manage multiple tasks with competing deadlines
- Ability to plan and manage time to achieve long-term priorities as well as urgent needs
- A high standard of organisation and efficiency
- Strong verbal communication and interpersonal skills
- A commitment to Equal Opportunities, access, inclusion, and anti-racist practices

### **Desirable skills, experience, qualities and attributes**

- Experience of working with content management systems, digital publishing and production software and tools, some of which may include Wordpress, Photoshop, InDesign, film editing software such as Final Cut Pro, podcast or audio editing software
- Experience of international, arts sector-focused marketing
- Experience of delivering and commissioning an image strategy, including art direction and/or directing photoshoots, filming, or podcasts
- Experience of business-to-business marketing
- Experience of hyperlocal engagement, network building and communications
- Experience in press and PR management
- Passionate about climate justice and social justice.
- Fluency in languages other than English including BSL.