

COMMUNICATIONS MANAGER REF: CM 1-17

JOB DESCRIPTION

Introduction

A rare opportunity has arisen to join the Senior Management Team of award-winning charity **Create**, the UK's leading charity empowering lives through the creative arts. The role of **Communications Manager** reports directly to the Chief Executive (CE) and works closely with the Communications Council, a group of experts who donate their time to support the charity. The Communications Manager oversees a Communications Assistant and works closely alongside the Development (fundraising) and Projects teams. The successful candidate will bring a range of communications experience and expertise. Create won the Charity Times *PR Team of the Year* award (in its category) in 2015. Create was shortlisted for both national Charity of the Year awards in 2016.

Primary Objectives

To direct, administer and coordinate Create's communication activities in accordance with goals and objectives established by the CE and Board of Trustees, and to assure the quality, effectiveness and efficiency of delivery of these services. Specifically:

- To develop and implement the communications strategy.
- To develop, manage and evaluate communication campaigns and initiatives.
- To ensure that funding partners' communications agreements are devised and implemented.
- To lead the development and maintenance of Create's website, publications, media, digital media and PR opportunities, liaising with print, broadcast and online media.
- To ensure that Create's new visual identity is used consistently and to liaise with BrandPie on brand development when necessary.
- To line-manage the Communications Assistant.

Salary

£24,000-£28,000pa

Position within Organisation

The Communications Manager reports directly to the CE and is a member of the Senior Management Team. The position is supported by the Communications Council, a voluntary group of communication professionals. The position line manages the Communications Assistant.

Specific Responsibilities

Create (www.createarts.org.uk) is seeking an outstanding candidate for the role of Communications Manager. This full time position would suit someone with a passion for the arts and arts education who has significant levels of communications experience, ideally gained in the arts or charity sector, and is keen to join a rapidly developing organisation. Working alongside the CE, the Communications Manager will be responsible for developing and implementing the communications strategy in line with Create's aims and objectives. During 2015, Create won the Charity Times *PR Team of the Year: with an income of less than £10 million* and the CE was one of 30 #SocialCEO Award Winners. Drive, passion, creativity, a "can do" attitude, excellent written, visual and verbal communication skills, and media contacts are essential.

Chairman: Eddie Donaldson **Chief Executive:** Nicky Goulter **Patrons:** Matthew Bourne OBE . Esther Freud . Dame Evelyn Glennie . Howard Goodall CBE . Ken Howard OBE RA . Erwin James . Shobana Jeyasingh MBE . Nicholas McCarthy . Lord Moynihan . Susannah Simons **Trustees:** John Broadis . Eddie Donaldson . Richard Duggleby . Alistair Johnston CMG . Vanessa Sharp . Carol Topolski

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Vision and Strategy

- Demonstrating a passion and enthusiasm for the charity, its vision and business strategy, and being an effective part of the team formulating, delivering and supporting that strategy.

Strategic Communications

- Developing and implementing the communications strategy in line with Create's aims and objectives.
- Developing, managing and evaluating communication campaigns and initiatives.
- Supervising the implementation of Create's new visual identity and language, and ensuring they are used consistently by Create and partner organisations.

Website, social media & media

- Ensuring a proactive flow of information from Create to its key stakeholders via a multitude of channels. This includes updating (and supervising others updating), developing and analysing Create's/the CE's Twitter feed, Facebook page, Instagram and other social media.
- Updating Create's website and blog, including drafting content.
- Creating and evaluating campaigns on Google Adwords and providing data to the CE.
- Designing, writing and distributing *e:create*, Create's quarterly e-newsletter, alongside other targeted mailings about exhibition private views, performances and other events.
- Leading the creation, or supervising the production and distribution of, print and broadcast media eg: videos.

PR

- Implementing Create's PR strategy with the help of the PR Council and CA.
- Organising and acting as secretary for the quarterly Communications Council meetings.
- Creating a news release schedule, producing releases in conjunction with the CA and liaising with Communications Council/CE/reporters.
- Building and maintaining strong working relationships with national, regional, local and specialist journalists to ensure regular high-quality media coverage about the charity.
- Developing the CE's role as a leading media spokesperson, including drafting opinion pieces by her for publication in a range of media.
- Producing media interview briefings for the CE/artists/participants and others who are interviewed by journalists.
- Developing Create's media list, media campaigns and maximising media coverage.
- Ensuring that communications' agreements made with funding partners are delivered.
- Overseeing the creation and development of the charity's printed and online materials.
- Drafting articles for Create / others' publications.
- Managing the charity's identity to ensure it portrays a consistent and positive image to all audiences including development of the key messages that support this.

Events

- Procuring auction and raffle items for Create's fundraising events.
- Supporting other members of Create's team in promoting and administering Create's events.

Impact Report / Annual Report

- Researching, designing, writing and delivering Create's annual Impact Report.
- Writing Create's Annual Report.

Merchandise

- Designing and supervising the production of Create merchandise eg: postcards, badges, cards and t-shirts.
- Devising innovative ways to use and distribute merchandise.

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Other

- Managing and mentoring the CA.
- Implementing the Patron strategy including researching and targeting potential Patrons.
- Researching and writing participant case studies.
- Office duties.
- Undertaking any other reasonable duties as may be required by the CE.

PERSON SPECIFICATION

Essential Qualifications and Experience

- Educated to degree level.
- Significant communications experience ideally within the arts or charity sector.
- Creative, strategic approach to working.
- Demonstrable interest in/knowledge of the arts and the benefits of taking part in creative activities.
- Experience of and interest in working across a broad range of media including digital, social and print.
- Experience of writing news releases and articles with a proven track record of securing media coverage.
- Experience of video storyboarding and editing.
- Good network of contacts that can be harnessed.
- Outstanding written, visual and verbal communication skills.
- Commitment to Create, its activities and mission.

Job specific skills and experience

- Persuasive and consistent written and oral communication skills, with the ability to communicate with a wide variety of people at all levels.
- Strong organisational, administrative, negotiation and interpersonal skills.
- Ability to work to strict deadlines and remain calm under pressure.
- Ability to work within a small, multi-disciplinary team.
- Management and leadership skills.
- Ability to prioritise and to work to disparate agendas.
- Ability to work on own initiative.
- Meticulous accuracy and attention to detail.
- A sense of humour.
- A flexible attitude to work: evening and weekend work are required on occasions.
- An understanding of equal opportunities issues and a commitment to diversity.
- Numeracy skills.
- Computer literacy including Microsoft Word, Excel, Publisher, Adobe InDesign, Photoshop and Premier, Wordpress, the internet and social media. If needed, training will be given in Act! (Create's contact management system) and web design.

Terms & Conditions

- Salary: £24,000-£28,000 according to experience.
- 28 days leave including Bank Holidays.
- The position is based at Create's offices in the City of London.
- Travel to projects and events will be required on occasions.
- Office hours are 9.30am - 5.30pm, Monday to Friday with an hour for lunch.
- Time Off In Lieu may be offered for the occasional weekend work required.
- All Create personnel and artists are required to have a Disclosure and Barring Service (DBS) check, which Create will carry out upon appointment.
- All staff are required to adhere to Create's Dress Code.