

JOB TITLE: **Communications Manager**

Responsible to: Executive Director

Responsible for: Periodic contracted and temporary staff

Summary: The Communications Manager will provide strategic and creative leadership in communications and marketing including devising and leading innovative and effective multi-channel marketing campaigns; creative management of the Clore Leadership website as a learning resource; and promoting Clore Leadership across digital channels and through relationship management.

Key Responsibilities

To provide strategic and creative leadership in communications and marketing, including to:

Communications

- Lead the enhancement and promotion of the Clore Leadership brand across digital channels, in print, press, and through relationship management, profiling all strands of programming, ways of learning and engagement.
- Manage and develop the Clore Leadership website and social media channels, harnessing their potential as authoritative online advocacy and learning resources.
- Develop content and editorial for Clore Leadership communications including writing and editing newsletters, articles, provocation and research papers.
- Maintain a keen awareness of current and developing thought leadership across the cultural sector and seek opportunities to contribute the key learning and outcomes from Clore Leadership programmes and activities.
- Maintain an up-to-date understanding of the dynamics of the cultural sector and the most effective ways to engage with current and new audiences for our work.
- Support the achievement of key advocacy priorities, optimising Clore Leadership outcomes, influence and visibility, including via partner websites and media channels.
- Develop and implement the Clore Leadership communications strategy, including periodic review and refresh of the Key Performance Indicators.
- Represent Clore Leadership at external meetings, events and conferences as required.

Marketing

- Translate communication objectives into a strong and dynamic design, print and digital presence.
- Devise and lead innovative and effective multi-channel marketing and advertising campaigns for a range of programmes, courses and other engagement activities, giving priority to
 - increasing the diversity of our participants
 - minimising barriers to attendance
 - deepening engagement
 - optimising income generation, where prioritised, and
 - extending our reach within and beyond the UK as appropriate.
- Commission new content (video, audio, podcasts and/or animation) as appropriate to enhance campaigns.
- Support the collation, analysis, interpretation and dissemination of data, including digital analytics tools, to inform digital strategies and campaigns.
- Maintain an annual calendar of external events and opportunities for Clore Leadership presence, promotion and engagement.
- Champion the consistent use of Clore Leadership house style across all media
- Ensure the effective and timely use of media channels to enhance the organisation's reputation, reach and impact.
- Support the Programmes Team in the development and dissemination of online learning resources.
- Manage the Clore Leadership CRM system, working with the Head of Strategic Partnerships and Impact to ensure strategic use and compliance with GDPR.

Relationship Management

- Lead the relationships with communications and marketing personnel; and support the achievement of advocacy and engagement priorities for a variety of stakeholders, including funders, partners and cultural leaders.
- Provide research, editorial and drafting guidance for articles, speeches, briefings and presentations for the Director, Chair and other team members.
- Prepare communications reports for the Clore Leadership Board, funders and other stakeholders.
- Oversee the effective project management of activities delivered by externally contracted contributors including designers, photographers and freelance personnel.
- Manage media and press relations to optimise awareness and promotion of Clore Leadership activities and outcomes.
- Work collaboratively with the Clore Leadership teams to achieve effective communication with our growing network of Clore Leadership alumni, including Clore Leadership Ambassadors.
- Work in a flexible, cooperative way to contribute to the general management and administration of Clore Leadership, being prepared to take on any other duties which may be reasonably required.

Person Specification

Essential

- Ability to think creatively and critically to generate ideas, take initiative and exercise good judgement.
- Knowledge and experience of digital communications and trends, with well-developed IT and digital fluency, including social media.
- Creative, engaging and accurate written communication, including reports, presentations and compelling copy, to appeal to different target groups.
- Experience of delivering effective marketing strategies/campaigns within the UK cultural sector (or equivalent).
- Strong communications and interpersonal skills including the ability to build relationships and credibility with a wide range of stakeholders.
- Development and management of a website and knowledge and experience of CRM systems.
- Ability to communicate complex issues to diverse groups and demonstrate a supportive and empowering approach to diversity, equality, and inclusion.
- Interest in cultural leadership and professional development.
- A proven track record of developing and managing marketing and project budgets.
- Demonstrable project management and event management experience & acumen.
- Ability to prioritise and deliver high quality work with minimum supervision, working as part of a small, busy and collaborative team.
- Ability to think analytically, analyse data and extract key messages.
- Strong problem-solving skills and a creative, solution-focused approach.

Desirable

- Experience of editorial content development.
- Developing and/or implementing a successful brand strategy.
- Effective press and media liaison, including preparing press releases.
- Experience/knowledge of cultural leadership and professional development.
- Development and delivery of a communications strategy within the UK cultural sector (or equivalent).
- Experience of commissioning assets to support communications strategies e.g. film, research reports, case studies etc.
- Experience of monitoring targets and campaigns, including Return on Investment and adapting plans as required.
- Managing research and using insights to inform strategies / campaigns.
- Ability to be flexible and resourceful in achieving effective outcomes with limited resources.
- Track record of fostering a culture of ideas, continuous improvement and innovation.

January 2021

Outline Terms & Conditions

Salary: £30,000-£40,000 p.a. (depending on experience)

Hours of work: The Communications Manager will work 5 days a week, within office hours (which are normally 9.30 am to 5.30 pm, Monday to Friday, (with one hour for lunch) but may be varied by mutual agreement). In addition, you will be required to attend a range of Clore Leadership activities including residential courses, conferences and other events, including occasional evening and weekend working.

This is a permanent role. We are happy to consider flexible working options and job-shares.

Place of Work: Clore Leadership Office. Currently Somerset House, London. (Staff are working from home during the Covid pandemic).

Holidays & benefits: 25 working days per annum, as well as statutory holidays. A contribution equivalent to 9% of salary to a pension scheme.

Probationary Period: Four months.

Clore Leadership is an equal opportunities employer and encourages applications from all sections of the community.

How to apply

If you are interested in applying, please send a covering letter (not more than 2 pages) explaining why you believe you would be a suitable candidate for this post, and why you want this job, together with a c.v. (no more than 4 pages) with names and contact details of two people who would be able to provide a reference on your suitability for the post, if required after interview.

In addition, please attach a short note, of not more than 500 words, sharing a communications strategy, campaign or activity you have led and delivered. Please highlight how it achieved your desired outcomes.

You should also download and complete the Equal Opportunities monitoring form on our website and attach it to your application. We will interview disabled candidates who meet the essential criteria for this role.

Your application should be addressed to Hilary Carty, Executive Director and sent to freya.gosling@cloreleadership.org. Please write **Communications Manager** in the subject.

Closing Date: 12pm, Wednesday 10 February 2021

Interviews will be held via Zoom **on Thursday 18 and Friday 19 February 2021**