

JOB TITLE: Communications Manager

Responsible to: Director

Responsible for: Periodic contracted and temporary staff

Summary: The Communications Manager will provide strategic and creative leadership in communications and marketing including the development and implementation of an inspiring communications strategy, devising and leading innovative, dynamic and effective multi-channel marketing campaigns; creative management of the Clore Leadership website as a learning resource; and the development and integration of digital communication activities. In addition, the role will champion and support the refresh and renewal of programmes and priorities in line with the Clore Leadership Vision, Purpose and Values.

Key Responsibilities

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

Communications

- Develop and implement an inspiring communications strategy for Clore Leadership.
- Lead the promotion of the Clore Leadership brand, profiling the refresh of our programmes, visual identity and website.
- Manage and implement the development of the Clore Leadership website, CRM system and integrated social media channels, harnessing its potential as an authoritative online advocacy and learning resource.
- Commission and provide editorial guidance to contribute to thought leadership for culture, combining key learning and outcomes from Clore Leadership programmes with the latest thinking on cultural leadership from external partners and other sectors.
- Lead on the development and implementation of content and editorial for Clore Leadership communications channels including writing and editing newsletters and updates.
- Lead and implement the development and integration of priorities for digital communication activity, including e-marketing, digital advertising and visibility on partner websites.
- Support the refresh and renewal of programmes and priorities in line with the Clore Leadership Vision, Purpose and Values.

Marketing

- Devise and lead innovative, dynamic and effective multi-channel marketing 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.
- Research, analysis and interpretation of data to inform strategies and campaigns.
- Translate new propositions and communication objectives into a strong and dynamic design, print and digital presence.
- Manage digital analytics tools and use the insight to inform digital strategies and campaigns, ensuring the dynamic and timely use of digital/social media to enhance the organisation's reputation, reach and impact.
- Strategic planning and support in the collation, analysis and dissemination of evaluation and impact outcomes for Clore Leadership activities.

Relationship and Project Management

- Manage media and press relations to optimise awareness and promotion of Clore Leadership programmes.
- Manage the key relationships with communications and marketing personnel, including designers, photographers, freelance contributors and partner organisations, as appropriate.
- Represent Clore Leadership at external meetings, events and conferences as required.
- Oversee the effective project management of programmes and activities delivered by externally contracted personnel.
- Lead and implement the CRM strategy, including data storage and strategic use, ensuring compliance with GDPR.
- Support the Director in achieving advocacy and engagement priorities for a variety of stakeholders, including funders, partners and cultural leaders, providing research, guidance and drafting of articles, talks and presentations with and for the Director, Chair and other team members.
- Work collaboratively with the Clore Leadership team to achieve effective relationships and communication with our growing network of Clore Leaders.
- 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

- The ability to think creatively and critically to generate ideas, take initiative and exercise good judgement.
- 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.
- Management of a website and knowledge and experience of CRM systems
- Ability to prioritise and deliver high quality work with minimum supervision
- Able to think analytically, analyse data and extract key messages.
- Creative, engaging and accurate written communication, including reports, presentations and compelling copy, to appeal to different target groups.
- Knowledge and experience of digital communications and trends, with well-developed IT and digital fluency, including social media and other online presence.
- Strong problem solving skills and a creative, solution-focused approach.
- Experience of effective press and media liaison, including preparing press releases.
- A proven track record of developing and managing marketing and project budgets.
- Supportive and empowering approach to equality, diversity and inclusion, working as part of a small, busy and collaborative team.

Desirable

- Developing a communications strategy within the UK cultural sector (or equivalent).
- Developing and/or implementing a successful brand strategy.
- Experience of editorial content development.
- Experience of commissioning assets to support communications strategies e.g. film, research reports, case studies etc.
- Monitoring targets and campaigns, including Return on Investment and adapting plans as required.
- Managing research and using insights to inform strategies / campaigns.
- Experience, knowledge and interest in cultural leadership and professional development.
- Demonstrable project management and event management experience & acumen.
- 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.

Outline Terms & Conditions

- Salary:** £35,000-£42,000 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 or weekend working.
- Place of Work:** Clore Leadership Office. Currently Somerset House, London
- Holidays & benefits:** 25 working days per annum, as well as statutory holidays. A contribution equivalent to 9% of salary will be made to a pension scheme.
- Probationary Period:** Six 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 Laura Weijers, Administrator, and sent to laura.weijers@cloreleadership.org Please write Communications Manager in the subject.

Deadline for receipt of applications: **12 noon on Friday 18th January 2019**

Interviews will be held at Somerset House **on Tuesday 29th January 2019**

Background: Clore Leadership

Clore Leadership is a platform for leaders and aspiring leaders in the arts, culture and creative sectors. We offer a strong and supportive foundation from which leaders at all stages of their career can develop their leadership skills and performance.

Our aim is to inspire and equip leaders to have a positive impact on society through great leadership of culture. We offer opportunities for professionals in our sectors to understand and develop their leadership strengths, providing spaces for them to challenge prevalent ideas and beliefs and develop confidence in their leadership styles and potential for impact.

We provide leadership development programmes, promote thought leadership and fresh ideas through debate and challenge, and offer access to an incredible network of leaders. Our programmes range from a tailored Fellowship, through intensive leadership courses, leadership development days, seminars, webinars, conferences and events. To offer the broadest spectrum of opinion, we commission and encourage research and provocation pieces from a rich variety of sources, keeping abreast of leadership knowledge and opinion.

From freelancers and entrepreneurs to heads of established institutions, Clore Leadership nurtures dynamic and diverse leaders. Participants in our programmes are drawn from a range of specialisms including the visual and performing arts, film and digital media, libraries, museums, archives and heritage, and cultural policy.

Clore Leadership was initiated in 2003 by the Clore Duffield Foundation, and is sustained by a partnership between private philanthropy and public funding. It has succeeded in creating a cadre of over 2000 creative and cultural leaders, and inspired investment in leadership on the part of governments, agencies, foundations and charities, both nationally and internationally.

The Communications Manager joins us at an exciting time as, in early 2019, we refresh our visual identity, launch a new website and promote an enhanced range of programmes and activities to cultivate excellence and innovation in the leadership of culture.

December 2018