



Job Description and Person Specification

Communications Manager

Hours:	35 hours (full-time) office hours are Mon-Fri 9am to 5pm
Salary range:	£27,500 – £30,500 pa, dependent on candidate and experience
Benefits:	25 days holiday entitlement, Pension, Cycle Loan Scheme, Season Ticket Loan Scheme, Childcare Vouchers

Context of role:

Founded in 1995, Bow Arts is a charitable social enterprise and one of the UK's largest, and increasingly most talked about, affordable artist studio providers. We are known for our innovative approach to developing new and interesting workspace for London's creative community. We work with local authorities, major housing associations and developers, and the quality of our work is recognised by the GLA and Arts Council England.

We are receiving progressively more attention from press and organisations wishing to work with us, and need to be able to build on this momentum and reputation for pioneering new and sustainable ways of providing affordable workspace in changing urban environments.

There are 4 main strands to our work:

- Provision of studio and live/work space for over 500 artists, designers and makers;
- A renowned Education Programme delivering artist-led projects with 100 schools, benefiting 10,000 children and young people each year;
- The Nunnery Gallery's year-round exhibition and event programme - our free and public artspace at our original Bow Road site;
- Place-making activities that support the creative, community and economic development of the areas where we have studios.

This is a new appointment for Bow Arts and an exciting opportunity to assist in the growth and development of the organisation. The Communications Manager will have overall responsibility for internal and external marketing and communications, including press, print and the growth of our digital platforms.

We are looking to recruit an individual with proven communications management experience, with the ambition to drive forward the business of the charity and deliver our strategy for growth. The role will suit a creative self-starter who can demonstrate initiative and an ability to work effectively across a wide spectrum of people, and who is looking to broaden their knowledge and expertise.

All staff are subject to an Enhanced DBS check. The post is subject to a six month probationary period, and then moves onto a salary scale in line with our competencies framework, subject to regular appraisals.

Provides operational management to: Press & Communications Assistant
Provides supervision of: Outsourced contractors eg design, print

Main purpose of the role:

We are looking for an experienced Communications Manager who will:

- Lead and manage Bow Arts' marketing and communications strategy to drive business growth;
- Be confident in shaping the role over time, in response to business needs and opportunities.

Key tasks in the initial 6-12 months will be:

- to work with the senior management team to devise and develop a strategic marketing and communications plan for the organisation;
- to lead on key deliverables: our next Annual Report and other promotional materials (eg an artists' case study publication).

Job Description:

Specific Responsibilities:

1. Marketing and Communications

- Lead the development and implementation of marketing, communication and sales strategies, ensuring their integration in all areas of operation, leading to the timely production and dissemination of marketing and press plans, copy, print materials, advertising, website and social media marketing, e-communications and campaigns
- Oversee the growth and development of our digital content and platforms, ensuring its accuracy, quality, relevance, timeliness and opportunity for creative engagement and involvement eg website development, social media strategies and campaigns, e-communications and digital interface
- Develop and implement public relations and media strategies achieving local, national and professional profile, building positive relationships with press and PR contacts and ensuring timely and well written copy
- Manage and implement the use of the Bow Arts brand and image, setting clear guidelines across all aspects of communications eg internal and external usage, signage, digital platforms, print materials
- Work with other lead Bow Arts staff and the Press & Communications Assistant to plan and coordinate marketing and communications activity
- Overall editorial responsibility to ensure the quality, accuracy, consistency, impact and relevance of content, messaging and information distributed via web, digital, social media and print, including presentations, bid tenders and funding applications
- Ensure that colleagues and trustees representing Bow Arts to the media are briefed and supported
- Ensure the appropriate representation / acknowledgement of funders, sponsors and donors
- Drive collaborative marketing initiatives and cross-promotions with sectoral or project partners

- Lead the development and implementation of internal communications and staff engagement by coordinating initiatives for information, content and ideas sharing

2. Management and Reporting

- Prepare and present reports to departments, senior management team, Board of Trustees, funders and stakeholders
- Manage excellent relationships with a range of agencies, including press and media
- Responsible for the Marketing and Communications budget
- Monitor and maintain accurate budget schedules and spreadsheets for all marketing and communication projects and clearly communicate financial information to line manager and other relevant staff
- Liaise closely with the finance staff with regard to maintaining accurate records

General Responsibilities

- Attend team, staff and other Bow Arts meetings. Some meetings and training may be held outside of normal office hours, including some evening and weekend activities, repaid through TOIL as agreed with your line manager in advance
- Promote the aims and objectives of Bow Arts in a proactive and informed manner
- Undertake duties proactively and work in accordance with Bow Arts policies, aims and objectives
- Maintain confidentiality agreements and conduct yourself in a professional manner during the course of your duties
- Undertake duties with an awareness of the need to promote cost-effective and efficient management, taking into account both post requirements and company finances as a whole.
- Demonstrate a willingness to undertake training as required for the development of the post and enhancement of the company skill base
- Represent Bow Arts and its work to outside bodies and the media as required
- Attend Bow Arts events and represent Bow Arts at external events, some out of hours, when required
- Engage with staff and clients of Bow Arts in a positive and constructive manner
- Undertake any other duties commensurate with the post as directed by your line manager

Person Specification:

Essential

- At least 2 years in a similar lead communications / marketing position
- Excellent communication, planning and organisational skills with absolute attention to detail
- Strategic thinking and implementation skills
- Track record of developing and maintaining successful relationships with external agencies and stakeholders
- Experience in developing and managing successful marketing and sales campaigns
- Digital marketing experience, especially across the main social media platforms and Google Analytics
- Experienced in briefing and influencing a range of press and media contacts to achieve positive news
- Excellent written, verbal and presentational skills with a track record of producing high quality, inspiring and compelling materials across a range of audiences
- Experience of managing a varied workload and working to tight deadlines
- Brand development and management
- Experience of setting and managing targets and budgets, and of financial management
- Computer literate, including Microsoft Office and databases
- Available and willing to work flexibly some evenings and weekends, as required

Desirable

- Educated to degree level or equivalent
- Line management experience
- Knowledge and interest in developments in the arts, property and education sectors

As with Bow Arts standard recruitment practice, this job is advertised for an initial fixed term period of two years, with the possibility of extension and/or permanent contract offer.

To apply for this role, please complete the accompanying application form and equal opportunities monitoring form and return to Bow Arts via the contact named on the form. CVs will not be accepted.

Application Closing Date: **9am Tuesday 29th August 2017**

Interviews will take place in September*

**please specify in your application any dates you are unavailable in September*