Communications Manager

Job Application Pack

a space arts

Communications Manager

Job Description

Essential information

- **Closing date:** Wednesday 19th February 2025 at 09:00am
- **Interview date:** Tuesday 25th February 2025 (set date)
- **Hours:** 40 hours per week (based on 8 hour days including a 1 hour lunch break)
- **Salary:** £28k-£32k dependent upon experience - Manager Grade
- **Contract:** 12-month annually renewable dependent upon performance
- **Location:** Based in Southampton at Gods House Tower, SO14 2NY
- **Reporting to:** Director (line manager)

We encourage applications from all members of the community irrespective of peoples backgrounds and welcome applications from people of global majority communities, of any sexual orientation, gender or socio-economic background.

About 'a space' arts - aspacearts.org.uk

Since our inception in 2000 we have come a long way. Established as an organisation 'by artists for artists' we retain an enterprising approach to developing a portfolio of projects that achieve our aims of supporting visual artists and inspiring audiences. Since our first gallery, a converted Victorian shop unit on Old Northam Road, we have since grown incrementally and strategically across multiple projects, culturally reanimating several buildings in the city, becoming a registered charity and an Arts Council England (ACE) National Portfolio Organisation (NPO). Our current project portfolio includes the award winning God's House Tower (GHT), the Arches studios, RIPE based in Old Northam Road and a bespoke programme of Artist Resources.

About GHT - godshousetower.org.uk

GHT opened to the public in September 2019 and offer a dynamic and relevant programme of exhibitions, events and activities. Through an inventive, imaginative and changing programme of GHT creates opportunities for artists and audiences, opens up conversations and creates access for those facing barriers to heritage and culture. GHT shares and celebrates its own special Southampton story through the permanent exhibition 'Stories Behind the Stones.' GHT is at the heart of a new organisational business plan that will be implemented from April 2023 to increase levels of income generated from the venue.

For further information about our other current projects please see:

- **The Arches Studios** - aspacearts.org.uk/ArchesStudios
- **RIPE** - ripesouthampton.org.uk

Role summary

An experienced communications professional is required to manage the charities communications plans to reach target audiences, promote cultural programmes and meet business objectives.

The role is responsible for devising, implementing and monitoring communication plans for cultural programmes and commercial activities across our project portfolio that includes the award winning Gods House Tower (GHT), the Arches studios, RIPE and Artist Resources.

The ideal candidate would have a strong work ethic, an enthusiasm for the visual arts and heritage locations along with the ability to work part of small and busy team whilst also building and maintaining relationships with external partners.

The Communications Manager is an important part of the organisations core senior team and plays a key role in growing commercial business along with attaining our charitable mission, delivering our programme and cultural objectives.

It is an exciting time to join the organisation and we look forward to welcoming a new colleague to the team.

Main roles and responsibilities

- Cultural - to devise and deliver communication campaigns that present and promote the organisations cultural programme to the public and target groups, along with promoting opportunities to artists. Successful campaigns will build public awareness of our activities, artists and projects across local, regional and national geography to build profile and recognition. This element of the role will work closely with the organisations creative team.

- Commercial - to devise and deliver communication plans that support commercial activities and drive income through private hires, corporate events, sponsorships, ticketed events and cafe/bar sales primarily but not exclusively for GHT. This element of the role works closely with the GHT Venue Manager to jointly meet and grow commercial income targets. N.B Cultural and Commercial activities are integrated into a holistic programme with the the Communications Manager being a key role in developing and delivering this.

- Audiences - to develop and deliver communication plans that increase and broaden visitor numbers at our venues, including day and evening trade, opening nights, business focused events and ensure artists and delegate mailing lists are maintained and consistently used.

- Press and PR - to developing press and PR opportunities for the organisation with the aim of gaining coverage through utilising existing press contacts, pro-actively nurturing new contacts and working with partners to gain press coverage and develop the organisation profile.

- Copy - to write copy for posts and articles on our websites, across social channels, for news articles and press releases to promote events across a broad range of channels.

- Line management - to oversee the Content Creator role ensuring their work is planned, prioritised and coordinated in advance through regular one-to-one meetings that also support and develop colleagues across their professional journey along with ensuring well-being.

- Leadership - to lead the communications team and ensure responsibilities are appropriately shared with lead roles clearly assigned across projects to ensure an affective and efficient use of the communications team collective resource is deployed for the organisation. This includes being the main point of contact on specific projects cultural or commercial.

- Internal Comms - to ensure affective internal systems are maintained to allow for an effective flow of information from colleagues (cultural and commercial) to the communications team and in a format that enables all communications campaigns to deployed by internal deadlines.

- Digital Comms - to lead on developing and implementing new digital strategies for the organisation that utilise and grow existing channels along with introducing new digital communications as required e.g. podcasts, along with maintaining and online business profiles

- Website - to lead and manage the organisations websites and work closely with the Content Creator to coordinate copy, design, images and event bookings for news articles as required.

- Socials - to lead and manage the organisations social media channels and work closely with the Content Creator to coordinate copy, design, images and event booking links; this includes responding to messages and contributing to online conversations.

- Freelancers - to lead on any work with creative freelancers e.g. event photographers, videographers, website developers, etc and to ensure the freelancer is provided with an event brief, and that the organisation receives good value for money and high-quality products.

- Newsletters and Mailing Lists - to lead and manage the organisations newsletter and work closely with the Content Creator to coordinate news articles, design and images, with the aim of growing readership.

- Social responsibilities - to communicate the organisations social responsibilities to support to increasing connections and partnerships with under-represented artists and communities.

- Audience Data - to support the collection of audience data/feedback (quantitive and qualitative) and to lead on analysing data to inform future communication plans and sharing insights with colleagues. The role will lead on ensuring the organisation collects and submits its quota of Audience Finder surveys to the Illuminate platform (an annual Arts Council England NPO requirement) - training can be provided on this platform.

- Support - to take on any reasonable requests of support from colleagues and the Director.

- Representation - to professionally represent the organisation at external events as required.

Person specification

Experience:

- Experience of working in a comparable communications role, ideally in the visual arts or cultural sector, or the ability to demonstrate transferable skills from an alternative sector.

- Experience and evidence of devising and delivering successful communications campaigns for cultural projects, or evidence of transferable campaigns from an alternative sector.

- Experience of securing press across a range of outlets, digital and print, and experience of developing and delivering public relations.

- Experience of line management and methodologies that enable colleagues to deliver their best work and to support colleagues overcoming any barriers to achieving this.

- Experience of working in a small and busy team and experience of line managing colleagues.

Skills:

- Excellent organisational skills to create, co-ordinate, deliver, track and analyse communication plans.

- Excellent IT skills across a range of programmes including word and excel or equivalent Mac based packages (pages and numbers).

- Familiarity with Adobe Creative Cloud software including illustrator, photoshop and in-design, along with visual and audio editing packages. This is not an essential skill as the role is supported with a Content Creative who provides all creative assets.

- Familiarity of using and updating Wordpress based websites and maintaining

- Communication skills and the ability to lead individual or group conversations in a clear and coherent manner.

Abilities:

- The ability to engage and work with colleagues in supportive and collaborative ways.

- The ability to communicate with team colleagues and external partners in a consistent, clear and coherent manner.

- The ability to work proactively as a member of a small and busy team along with the ability to work on your own initiative, maintain a personal work plan and meeting deadlines.

- The ability to deal with and resolve challenges in a professional and appropriate manner,

- The ability to be self-motivated, adaptable, methodical and flexible in equal measure.

- The ability to celebrate success and cope with frustrations in equal measure.

- Ability to secure best value for money with limited funds.

Further information

Working structure
The majority of the working hours will be delivered within a 9-5 office environment, however due to the nature of the organisation occasional evenings and weekend exhibition openings will be required. Hours will be agreed in advance with your line manager and time off in lieu will be honoured. The role is office based and the post-holder expected to be office based. Following a 6-month probationary period some flexible home working can be introduced but limited to a maximum of 2 days per week and dependent upon the needs of the organisation.

Line management
The role will is line managed by the Director with one-to-one meetings approximately every 6 weeks through which personal development and support will be offered with the aim of ensuring the post-holder can deliver their best work for the organisation. Well-being and personal performance will also be managed along with tracking TOIL and approving annual leave.

Duration
An 12-month contract is initially offered, with all staff team contracts renewable in April upon the basis of a satisfactory annual appraisal and available funding.

Social responsibilities
All team members have a responsibility to play their role in delivering the organisation's social responsibilities including Anti-Racism, Access & Inclusion, and Climate Action by internally working with colleagues, engendering appropriate cultures, engaging with training, along with externally representing and promoting the organisations social responsibilities.

Benefits and Well-Being
- 21 days holiday per year + bank holidays
- 1 additional days leave to celebrate your birthday or an faith based occasion (post-probation)
- Access the organisations well-being toolkit including flexible well-being days (post-probation) and an annual ‘staffternoon’ (social time with the team).

- Auto-enrolment into the NEST pension scheme with a 3% employer contribution and option to join the salary sacrifice scheme to generate a higher % of pension contribution.
- Staff discount on all products at our cafe/bar and shop.
- Flexible work arrangements can be agreed and introduced following the probationary period - however if you have caring responsibilities or require flexible working during a probationary period for any reason this can be discussed at interview.
- Training through attending courses, events, webinars and opportunities where learning can support professional development and knowledge exchange with colleagues.

How to apply

Please email the following information to **kalleesha@aspacearts.org.uk** with the job title, Communications Manager, as the subject line:

- A completed Equal Opportunities form - **https:typeform.com/a space_equal_opps**
- A CV detailing all relevant career highlights, personal experiences and contact details
- A covering letter - maximum of one side of A4 (for alternative formats see below) outlining:
  - Why you are suitable for the role?
  - What motivates you to take on this role at this point of your life/career?
  - How you would approach delivering the role in the first three months?

We operate a redacted recruitment process to ensure parity across all applicants with assessors not see your name, personal contact details, social media links etc submitted on your CV or covering letter until the shortlisting process is complete. Your application will be received and initially reviewed by a member of the team who is not on the interview panel.

Interviews

Interviews will be held at God's House Tower, Southampton, SO14 2NY on the stated date only - Tuesday 25th February 2025.

Candidates will be asked to discuss a successful communications campaign they have delivered outlining why this was successful, what they learnt, and what they would change. he interviewers will also ask a short set of questions along with allowing time for you to ask any questions about the role and organisation.

Travel expenses to attend interviews will be reimbursed for people with caring responsibilities.

Access

As an organisation we actively look to reduce barriers for people applying for opportunities and offer a range of access support including audio and video application formats. Please contact us to discuss any individual needs to support for your application by emailing **kalleesha@aspacearts.org.uk** or calling **07824 326005**