

Communications Manager

Job Information pack

OVERVIEW

Due to an organisational review and our growing portfolio of work, we are now looking to recruit for the new post of Communications Manager.

The Communications Manager will approach our work with audiences in mind, to deliver focused campaigns full of creativity and great visual design. You will deepen relationships with existing audiences and introduce new audiences to the full scope of The Spark's work both on and offline, with engaging visuals and responsive digital content. You will manage the delivery of The Spark's communications and audience development strategies in support of our mission, strategic objectives and business plan. You will devise and implement sustainable strategic marketing campaigns amongst audiences, participants, funders, sponsors and other stakeholders.

The role requires a self-motivated, experienced marketing professional with management experience. Ideally having worked in a performing arts organisation and having a good working knowledge of family and school audiences. A confident communicator with a good understanding of audience development, you'll be able to build productive working relationships with internal colleagues and external stakeholders, and you'll have a sound working knowledge of how to make the most of data to segment audiences and target marketing activity.

You will be passionate, articulate and persuasive when talking or writing about The Spark's work with artists, children, families and schools. Exceptionally organised with a high level of skill in planning and implementing on time and on budget.

The Spark works to create an environment where everybody is welcome and safe at work, confident to express different opinions and be their authentic selves. We are committed to achieving representation across our staff, board, programmes and audiences, to better reflect society. Our imperative is we inhabit a working environment that enables us to challenge structures and practices, to ensure that diversity is at the forefront of our organisation. We strive to be fully inclusive and are particularly interested in receiving applications from people from backgrounds which are underrepresented, whose voices need to be heard so that all young people can thrive.

About The Spark Arts for Children

The Spark Arts for Children is a busy children's art organisation based in the LCB Depot, in the heart of the city of Leicester's cultural quarter.

We promote a wide-ranging programme of work including an annual arts festival for children across schools and city venues, artist residencies in libraries, education projects and touring new theatre productions for children to city, county and east midland locations and venues. We also provide leadership and direction for the development of The City Classroom, Leicester's Cultural Education Partnership.

The Spark brings together exceptional national and international artists creating work for children. The festival features theatre, dance, music, poetry, puppetry and visual & digital arts. The work is often innovative and experimental and performed by companies at the forefront of their profession.

Our Mission

Extraordinary experiences for children, sparking creativity and change.

Our Values

- A fair and safe environment where everyone is valued.
- The space for big ideas to grow.
- We are curious and love learning.
- Empowering children & young people to be amazing.

Strategic Objectives

- To commission and produce high quality, diverse and innovative programmes and products which provide children, their families and their communities with the opportunity to experience the richness of the arts in a variety of local, regional, national and international settings.
- To organise a children's arts festival each year recognised nationally and internationally for the quality, diversity and innovation of the artists and programme, and valued locally for its contribution to the quality of life for children,
- To champion cultural education activity locally to ensure that children in Leicester/shire thrive through rich and adventurous experiences, no matter where they start in life, and to advocate for children's rights to enjoy artistic opportunities as audiences, as learners and as creators of their own art.
- To ensure that the organisation is sustainable, well governed by a skilled board and has the hallmarks of an effective charity.

thesparkarts.co.uk

Job Description

Job Title:	Communications Manager
Responsible to:	The Director
Responsible for:	Marketing Officer
Key relationships:	Associate Directors, Creative Producers, Programme and Development Managers

PURPOSE OF ROLE

To be responsible for all aspects of planning, developing, delivering and evaluating strategic communications and digital marketing activities. The role incorporates the full range of communication needs including press, web, social media and print to ensure Sparks audiences are excited and engaged.

Principle objectives:

- To contribute to the strategic development and delivery of the organisation's Communication and Audience Development strategy in partnership with the Director.
- To raise awareness of The Spark's activity and brand, and its wide-ranging work locally and nationally through marketing and PR activity.
- To devise and implement effective marketing campaigns to maximise reach and impact, which deepen audience engagement, raise awareness and grow our digital footprint.
- To provide clear management across several relationships with internal and external partners to drive forward activity, ensuring we deliver effective communication on time and to budget.

KEY DUTIES & RESPONSIBILITIES

a) Strategy

- To support the Director and Associate Directors in developing long term audience development and communications strategies.

- To develop and oversee the implementation of the digital content strategy optimising the potential of digital reach and exploitation of our work.
- To ensure the messaging and visual brand is accessible, inspiring and supports the growth and engagement of audiences across all areas of our work (school/ community/ artist development/ fundraising/ stakeholder management)
- To analyse data and marketing metrics and produce reports that evaluate the effectiveness of our reach and set targets for future development.
- To manage the development of content that demonstrates the breadth and originality of our work by embracing the diverse voices of the company and the children we seek to serve in all forms.

b) Marketing

- To develop and implement exciting and effective short and long term plans for all of The Spark's programmes and events, notably the annual Spark Festival.
- To create and implement joint marketing initiatives with partner organisations, e.g. festival venues, library partners.
- To oversee the writing, editing, production and distribution of all promotional materials, including the Festival brochure, associated print and advertising, managing the design and copy writing processes.
- To manage the online promotion by the Marketing Officer, of Spark activities and events through social media, online listings and website.
- To manage, with support from the Marketing Officer, the writing, editing, production and distribution of all marketing materials, including programme notes for events, printed materials for projects, posters, and advertising.
- To oversee the development of The Spark's the website and social media channels working with the Marketing Officer, and external web developers where necessary, to ensure it continues to meet the needs of our users and company.

- To ensure all major print/digital projects go through an appropriate tendering process and to make the final decision (in consultation with the Director) regarding selection of the suppliers to deliver major pieces of creative work for The Spark.
- To develop a database of external suppliers necessary to meet the needs of the tendering process, ensuring that this is updated with feedback on the use of each supplier, to help inform future decision making.

c) Press & PR

- To develop and implement PR campaigns for all of The Spark's projects and events, including fundraising activity.
- To write and disseminate news releases.
- To initiate, nurture and develop positive relationships with press and media contacts to secure feature interviews and coverage.
- To manage and co-ordinate press and PR opportunities and schedules.
- To maximise any developments in the arts, culture and education sector which might generate positive Spark news stories, both online and offline.
- To help position The Spark as a 'thought leader' by creating opportunities for wider debate in the media.

d) General

- To ensure all communications, language and content promote diversity and inclusion.
- To cultivate and maintain excellent relationships with the Spark's stakeholders.
- To develop the communications database, in conjunction with the General Manager.
- To develop content that, through innovative and inclusive storytelling, demonstrates the breadth and originality of our work by embracing the diverse voices of the company and the children we seek to serve in all forms.

PERSON SPECIFICATION

Essential

- Previous experience of working in a Leadership role in Marketing / Communications
- Evidence of leading successful audience focussed campaigns and meeting demanding sales targets
- Excellent people management skills, with proven ability to manage and encourage others
- Evidence of being able to think and work strategically as well as tactically
- Excellent written and oral communication skills, including experience writing creative copy and copy for PR purposes.
- Ability to discuss and critique digital needs and proposals,
- Experience of interpreting qualitative and statistical data and applying findings
- Strong IT skills including MS office and the ability to use word processing and spreadsheet applications to a high standard
- Experience of using CRM database software
- Ability to work on multiple projects simultaneously and to meet deadlines
- Experience of writing Creative briefs for competitive tender purposes.

Desirable

- Experience of updating website content on a CMS system
- Experience in digital content creation and graphic design skills
- Experience of presenting campaigns, ideas and strategies to groups and individuals
- A qualification in marketing
- Knowledge of marketing for arts, education or community sectors
- An interest in expressive and performance art for children and families and the arts more broadly

Contract Details

- Salary:** £26k p.a. pro rata
- Working hours:** 22 – 30 hours (negotiable)
- Location:** The Spark office in Leicester
- Start Date:** August 2021
- Notice period:** Permanent contract, one month notice
- Probation:** This post is subject to a probationary period of 3 months
- Pension:** The Company runs a Workplace Pension scheme and where eligible, you will be automatically enrolled. You have the right to opt out of this scheme.
- Office hours:** Standard office hours 9 am – 5.30pm. However hours could be spread over more days to accommodate school hours. Some evening or weekend work may be required, particularly during the Festival in February. No overtime payments; The Spark operates a Time Off In Lieu system.
- Holiday:** 28 days (pro rata) per year including bank holidays; rising by one day per year after 2 years continuous service to a maximum of 33 days.

This post is subject to a satisfactory enhanced DBS disclosure.

Application information

Closing date for applications: 10am on Monday 21 June

Interviews: Wednesday 30 June

Application is by submission of The Spark's application form, or by video / audio recording answering the questions on the form. A cv may be submitted **in addition** to answering the questions.

Submissions should be sent by email to jobs@thesparkarts.co.uk

All applications will be acknowledged by email.

The Spark Arts for Children strives to be an equal opportunities employer, and would appreciate applicants completing the monitoring form. An electronic version will be sent to you with your application acknowledgement.