**Job Profile comprising Job Description and Person Specification**

**Job Description**

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| **Job Title:** Arts and Culture Marketing and Communications Manager | **Grade**: PO2 |
| **Section:** Arts and Culture | **Directorate:** Chief Executive |
| **Responsible to following manager:**  Head of Arts and Culture | **Responsible for following staff:**  Arts and Culture Marketing and Comms Assistant |
| **Post Number/s:**  RWCE8011 | **Last review date:** 30 October 2019 |

**Working for the Richmond/Wandsworth Shared Staffing Arrangement**

This role is employed under the Shared Staffing Arrangement between Richmond and Wandsworth Councils. The overall purpose of the Shared Staffing Arrangement is to provide the highest quality of service at the lowest attainable cost.

Staff are expected to deliver high quality and responsive services wherever they are based, as well as having the ability to adapt to sometimes differing processes and expectations.

The Shared Staffing Arrangement aims to be at the forefront of innovation in local government and the organisation will invest in the development of its staff and ensure the opportunities for progression that only a large organisation can provide.

**Job Purpose**

The role of Arts and Culture Marketing and Communications Manager is instrumental in promoting all the strands of the Arts and Culture Service’s work. The Culture Marketing and Communications Manager will work closely with all other members of the Arts and Culture Service to deliver innovative and successful marketing and communications strategies to communicate the breadth of our work, attract audiences and recruit participants.

The role is focused around growing audiences for the arts through great communication through imaginative ideas. The role requires forging strong working relationships with colleagues across the council, external partners, stakeholders and suppliers to promote the breadth of projects taking place.

The overall aim of the Arts and Culture Service is to put culture at the heart of the Council’s planning and policy, supporting all other services in delivering their priorities through cultural engagement such as: helping to improve quality of residents and employees lives; improving their mental and physical wellbeing; promoting social cohesion and combat loneliness; as well as allow them to acquire the news skills and access the opportunities presented by the rapid growth of the creative industry sector.

**Specific Duties and Responsibilities**

1. The Arts and Culture Marketing and Communications Manager leads and oversees the delivery and evaluation of successful marketing and communication strategies for all the work carried by Arts and Culture Service (including: the annual Wandsworth Arts Fringe and Wandsworth Artists Open House festivals; the creative schools and young people’s programme; cultural regeneration projects which embed cultural opportunities into the local community; and numerous ad hoc projects).
2. The post holder manages the Arts and Culture Marketing and Communications Assistant; reports to the Head of Arts; and works closely with the rest of Arts and Culture team and the Council’s Communications team. The post holder also recruits and manages ad hoc consultants such as PR agencies, website consultants and interns/work placements.
3. Devises and monitors marketing and communications strategies within defined budgets to achieve agreed financial and audience targets.
4. Develops marketing and communication plans for individual projects and strands of work.
5. Ensures a strong digital presence across all relevant online channels and platforms is effective, sales focused (where relevant) and well monitored. Plans social media content across facebook, twitter and Instagram using scheduling planner (hootsuite). Create and monitor e-newsletters across the various projects.
6. Manages the Arts and Culture Service’s various websites and online presence – arts pages on the council website, wandsworthartsfringe.com, wandsworthart.com, cultivate.london. Ensures that all these platforms are up-to-date and effective at communicating the breadth of each project.
7. Devises and implements marketing and sales campaigns to recruit advertisers to generate income for specific arts projects.
8. Ensures that the effectives of all campaigns is fully evaluated.
9. Works closely with the Council’s comms team, to act as key point of contact for all arts and culture media enquiries, and to establish and nurture good media relationships with relevant contacts at local, regional and national level across print, broadcast and web media. Liaises with other Arts and Culture team members on a regular basis to identify any opportunities for securing media coverage.
10. Ensures efficient budgetary management, implementation and reporting of marketing and communications campaigns.
11. Works closely with colleagues within the team to devise Audience Development Plans for key work strands. Oversees strategic and practical delivery as well as the evaluation of the Audience Development Plans to attract and engage new and hard to reach audiences.
12. Ensures the Data Protection Act and any GDPR changes are fully respected and understood by all members of the Arts and Culture Service.
13. Supports and champions the various arts project brands both internally and externally, ensuring consistent application and delivery.

**Generic Duties and Responsibilities**

* To contribute to the continuous improvement of the services of the Boroughs of Wandsworth and Richmond.
* To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection and health and safety.
* To adhere to security controls and requirements as mandated by the SSA’s policies, procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems
* To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
* To understand both Councils’ duties and responsibilities for safeguarding children, young people and adults as they apply to the role within the council.
* The Shared Staffing Arrangement will keep its structures under continual review and as a result the post holder should expect to carry out any other reasonable duties within the overall function, commensurate with the level of the post.

**Additional Information:** 36 hours Monday to Friday. The post includes some flexible working, including weekends and evenings.

**Team structure**

For the current structure please go to The Loop.

**Person Specification**

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**Our Values and Behaviours**

The values and behaviours we seek from our staff draw on the high standards of the two boroughs, and we prize these qualities in particular:

**Being open.** This means we share our views openly, honestly and in a thoughtful way. We encourage new ideas and ways of doing things. We appreciate and listen to feedback from each other.

**Being supportive.** This means we drive the success of the organisation by making sure that our colleagues are successful. We encourage others and take account of the challenges they face. We help each other to do our jobs.

**Being positive.** Being positive and helpful means we keep our goals in mind and look for ways to achieve them. We listen constructively and help others see opportunities and the way forward. We have a ‘can do’ attitude and are continuously looking for ways to help each other improve.

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| **Person Specification Requirements** | **Assessed by**  **A**  **&**  **I/ T/ C (see below for explanation)** |
| **Knowledge** | |
| Press and media experience – writing press releases, producing media packs and selling in stories. | A / I |
| Knowledge of data management and the associated data security obligations (GDPR). | A / I |
| **Experience** | |
| At least 5 years of experience of marketing and communications, achieving ambitious audience and/or financial targets. | A / I |
| Experience of creative project management with the ability to prioritise the competing demands from multiple projects. | A / I |
| Experience of managing and briefing suppliers/agencies and negotiating deals and contracts. | A / I |
| Relevant experience in budgetary management, pricing and forecasting. | A / I |
| **Skills** | |
| Ability to translate strategic visions for projectsl into marketing and comms strategies/plans, audience development plans and targets. | A / I |
| Ability to balance artistic, commercial and political imperatives, in a fast moving, creative environment. | A / I |
| Excellent marketing skills across design and print, advertising and sales promotion, direct marketing and digital; with highest standards of persuasive and creative written and spoken English. | A / I / T |
| Good e-commerce and digital communications skills (inc standard social media platforms, mail chimp, Google Analytics and web CMS). | A / I |
| Excellent interpersonal, administrative, and organisational skills. | A / I |
| Strong reporting and analysis skills. | A / I |
| Good design skills, specifically Photoshop and InDesign. | A / I |
| **Qualifications** | |
| None |  |

**A – Application form / CV**

**I – Interview**

**T – Test**

**C - Certificate**