

Communications Manager

Full time, 12-month contract

Salary: £28,000—£30,000 p.a.

Reporting to: Director

Annual leave: 28 days, plus statutory holidays

Pension scheme: 3% if matched by employee

About Create

Create exists to explore the ways artists can contribute to the lives of people in cities. We help artists to connect more closely with communities through an ambitious programme of projects.

Our work is primarily focused in east London, home to more artists and art organisations than anywhere in Europe, and one of the most economically deprived parts of the UK.

We commission projects anywhere. Unlike a gallery or theatre, we have no fixed public space, preferring to work in the places people encounter every day. Working collaboratively informs everything we do and our projects are driven by artists, issues and places.

The Role

We are currently recruiting for an experienced Communications Manager to develop and deliver our ongoing communications strategy, developing high-quality, impactful approaches to raise Create's profile, highlight our flagship projects and support our core mission.

As part of our future vision, it is our ambition to grow and diversify our audiences substantially over the next three years, this includes increasing our online audience. The Communications Manager role is central to this and will be responsible for executing a wide range of PR and marketing strategies, including the development of innovative and engaging digital content.

Part of a small team, this role would suit somebody who has the confidence and innovative ideas to steer an ambitious communications strategy, but is also willing to get stuck in with day-to-day tasks, help out at events and be a committed team player.

Responsibilities and Duties

Strategic / Leadership

- Work with Senior Management Team to develop and deliver comms strategies across the entire spectrum of disciplines including: media and public relations, advertising, marketing, digital and social media and production of materials
- Proactively identify and maintain strategic promotional opportunities and partnerships for Create
- Ensure that all communications activities are delivered on time and within budget

- Prepare and monitor annual communications budget
- Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
- Act as a 'brand guardian' ensuring consistency across all internal and external communications

Public Relations

- Manage Create's PR agency and/or PR freelancers to ensure the charity's profile and selected projects receive excellent coverage across London-wide, national and broadcast media.
- Deliver local press coverage across all Create projects
- Act as a spokesperson when necessary
- Write releases, articles and statements
- Respond to requests from the press for comments, views and supporting information and maximise opportunities for further engagement on relevant topics

Marketing and Publications

- Manage the delivery of all of Create's outgoing comms both online and print, including social media, newsletters, invitations, annual review, posters, flyers, branding and signage
- Appoint and manage external design agencies as appropriate
- Work with the Projects Team to manage collateral needed on a project-by-project basis
- Work with the Head of Development to ensure that our funders and supporters are correctly credited across all press and marketing materials
- Lead on copywriting and production of marketing materials and key publications including Annual Review
- Collect, produce and collate documentary materials across all projects
- Oversee the management of a case study database

Relationship Management

- Ensure that key stakeholders and funders are keep up to date with communications activities relating to appropriate and have sign-off on accreditation for projects including the sign-off of press/marketing materials
- Assist in securing and managing media partnerships for appropriate projects

Online

- Manage the upkeep of the Create website and websites of several Create London projects
- Manage and expand social media presence, sourcing and sharing newsworthy information from across our projects, partners and networks

Evaluation and Reporting

- Analyse all aspects of communications on a quarterly basis and prepare a report to present to the team

- Evaluate the success of Create's communications and ensure this feeds into our future strategy
- Assist the Head of Development in producing reports for Create's funders, supporters and Board of Trustees.

Person Specification

Essential Experience

- A minimum of three years of experience working within an arts communication role
- Experience of raising the profile of a small arts organisation and managing stakeholder relationships
- Experience of working with content management systems and digital marketing platforms including Wordpress, Mailchimp and social media platforms (Twitter, Facebook, Instagram, Vimeo)

Essential Skills and Knowledge

- Excellent verbal and written skills with a high level of accuracy and attention to detail
- Solid copywriting skills, with the ability to speak clearly and confidently to a range of different audiences
- A clear understanding of how to grow the online reach of an organisation
- Knowledge of Photoshop and InDesign
- Highly organised and able to work in a fast paced environment.
- Understanding of the UK's arts sector

Desirable Skills and Knowledge

- Experience running PR campaigns
- Experience working within a charity or not for profit company

To Apply

Please send your CV and a covering letter to Eva Liu (eva@createlondon.org) stating Communications Manager in the title.

APPLICATION DEADLINE: Sunday 26 March 2017

We are a small team and so we will not be able to give feedback to all applicants. Interviews will take place **W/C 3 April 2017**