



## Communications Manager

**OutdoorArtsUK is a national membership and strategic organisation that aims to bring together the many diverse parts of the Outdoor Arts sector.**

We advocate on behalf of the sector, provide up-to-date information, professional development events and we celebrate the work and achievements of the individuals, companies and organisations working in this highly accessible art form.

Our members are at the heart of our mission, and we always aim to be a responsive, open and welcoming organisation. Joining rates are kept low to allow membership to be as accessible as possible, and we have members from all parts of the Outdoor Arts community – artists and programmers, companies and festivals, technicians and academics.

**OutdoorArtsUK has built a strong reputation for providing comprehensive, clear and regular information both to the public and to professionals working in the sector. We want to develop this to include richer content, more information and embrace further platforms.**

We have spent the past couple of years building the membership and refocusing ourselves as a more visible, approachable and supportive organisation.

We have reimagined our engagement programme, gathered more information for the sector and increased the membership to 300+ (from 87 in 2015). Our social media numbers have grown steadily since then too.

As we continue our development, including a successful Arts Council England NPO bid for increased funding, OutdoorArtsUK created the role of Communications Manager to work alongside the Executive Director and the small team.

**Many members cite the information that we provide to them and share with the wider world as one of the main benefits of membership.**

We will deliver our mission to support Outdoor Arts and advocate its benefits and practice through the following objectives:

- To be a key advocate, information point and voice for the UK Outdoor Arts sector.

- To maintain, support, grow and develop the membership and wider sector, and to play an active role in diversification of the art form and the leadership within it.
- To shape local and national level policy for the Outdoor Arts sector.
- To develop best practice, research & professional development of the Outdoor Arts sector.
- To strengthen as a sustainable and resilient organisation.

As part of this next stage, in our status as a 'Sector Support Organisation', we have recently rebranded as 'OutdoorArtsUK' from our previous name (ISAN – the Independent Street Arts Network) in order to diversify our appeal and our membership.

**As part of the ongoing development of OAUK, the Communications Manager is instrumental in the visibility of the organisation, driving engagement initiatives and seeking new opportunities, while helping our ambitions to achieve greater recognition for Outdoor Arts across the UK and abroad.**

We have begun refreshing our collateral, branding and website to help us significantly increase our membership and sector engagement. We will be reaching out to underrepresented areas of the wider cultural ecology in order to encourage more Outdoor Arts engagement and work within those key areas.

We're looking for someone to join the team and work specifically on delivering our communications programme and help keep OAUK visible, engaging, informed and relevant. This is an opportunity to work with an organisation and a sector that is growing and developing and at the heart of cultural life of the UK.

This is a three day per week role, so may suit someone working on other projects and in other areas. As we are currently reviewing the staffing structure, there may be the opportunity to increase the hours and the breath of the role in the not-too-distant future, subject to review, discussion and negotiation at the end of the probation period.

## **JOB DESCRIPTION**

The role has specific areas of responsibility within the organisation, and it is essential to be able to communicate with the small team and the wide range of Members and external stakeholders – from small artistic companies in rural locations and individual freelance producers to large city-based festivals and international partners.

You will be based in a small office in Euston, with occasional travel to festivals around the country.

### **Online marketing and digital campaigns**

You will work on the ongoing development and daily implementation of communication and marketing strategies, ensuring their integration into all areas of OutdoorArtsUK's work; this includes the production of communication plans, copy, print materials, advertising, website content and social media marketing, e-communications and campaigns.

You will be able to work on the ongoing communications strategy for the organisation, building on the positives, driving forward the implementation and taking advantages of new technologies and opportunities.

Working alongside the Executive Director and the Project and Communications Coordinator, you will be working within a budget and make spending decisions to ensure the best return for OutdoorArtsUK.

You'll be Social Media savvy and full of creative ideas for communication with our membership and the general public. And you'll enjoy tweeting from a muddy field, a city carnival or busy high street.

### **Research**

You will research and record the information necessary to provide interesting content for the sector, this will include:

- Festivals, performances and events
- Jobs, trustee appointments and volunteering
- Funding and training opportunities
- Professional commissions and call-outs
- Symposiums, conferences and networking events
- Outdoor Arts media mentions, member's digital content and interesting news items

### **Listings**

Using that extensive research, you will be responsible for maintaining and updating the lists on the OutdoorArtsUK website and in the General Bulletin and Members' Newsletter – these are regarded as a key information source for the sector and the membership.

### **Social media**

Again, using the researched data, you will spend a lot of time writing, proofing, scheduling and duplicating posts for OutdoorArtsUK's social media channels, primarily:

- Twitter *OutdoorArtsUK* – for public listings
- Twitter *OutdoorArtsPRO* – for sector news, jobs and opportunities
- Facebook *Outdoor Arts* – general public updates on festivals and activities
- Instagram *OutdoorArts* – mostly live images from festivals

### **Mailing lists**

You will contribute to writing, editing and preparation of:

- General Newsletter (monthly)
- Member's Bulletin (twice-monthly)
- Occasional targeted campaigns

### **Digital Developments**

You will work on developing two important communication areas:

- Researching, developing and budgeting new OutdoorArtsUK digital content
- Working on the final delivery and implementation of the new OutdoorArtsUK's website and branding.

### **Events**

- As part of a small team, you will also be involved in developing, delivering and participating in the organisation's events programme, which includes a Conference, Ideas Summits and ongoing networking events.

### **Management and Reporting**

- Where appropriate, you will need to prepare and present reports for the team and the Board of Trustees, as well as Arts Council England and other funders and stakeholders.
- You will work with the Executive Director on the Marketing and Communications budget.
- Monitor and maintain accurate budget schedules for marketing and communication projects and share financial information.

### **General**

- You will work with the whole team, to coordinate marketing and communications activity, alongside the Project and Communications Coordinator in scheduling and writing content.
- A fine attention to detail is required; you will need to ensure that OutdoorArtsUK is delivering information that is of high quality, accurate, consistent, impactful and relevant.
- You will have the opportunity to deliver collaborative marketing initiatives and cross-promotions with sector and project partners
- You'll attend team meetings and OAUk events and festivals
- You will represent the organisation and advocate its work at relevant local, regional and national networks and forums where appropriate

## PERSON SPECIFICATION

### Essential:

- Experience of delivering marketing and social media campaigns
- A flair for creating engaging communications
- An imaginative and considered approach to delivering information
- Excellent oral and written communication skills
- Creative approach to problem solving
- Ability to work autonomously for periods of time, as well as part of a team
- Experience using a range of online software services, including (or similar):
  - Hootsuite
  - Mailchimp
  - SurveyMonkey
  - Wordpress
- Proficient in Microsoft Office (particularly Outlook, Excel and Word).

### Desirable:

- Understanding and knowledge of the Outdoor Arts sector
- Previous experience of working in an arts organisation
- Previous experience of copywriting for the public
- Experience of press liaison
- Experience of project budgeting

*This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and will be reviewed with the post holder and the Executive Director as the organisation develops.*

<b>Post:</b>	<b>Communications Manager</b>
Terms:	Part time: 3 days /week (21 hours /week), which may include weekend and evening work
Salary:	£27,585 pro rata (equates to £16,550 annually on 21 hours /week)
Based at:	54 Chalton Street, Euston, SW11 3RF
Responsible to:	Executive Director
Working with:	Membership & Company Administrator; Project and Communications Coordinator; Board; Freelance staff; Interns; Freelance consultants
Hours:	Office hours: 10:00 to 18:00, with 1 hour for lunch. Hours will include weekends and evening work as needed to meet the demands of the festival programming. Some additional hours may be required at specific project delivery times, and there will be a requirement to travel nationally and possibly internationally. We're happy to discuss working remotely when appropriate.
Holidays:	17 days leave per year which includes statutory bank holidays. Time off in lieu will be allotted for additional days, but no overtime is payable.
Probation Period:	Three months, ratification in post pending appraisal
Notice Period:	One month



## APPLICATION

Please read the person specification and job description carefully. You should ensure that you meet all the essential criteria before submitting an application. Please use the person specification as a guide when completing your supporting letter.

Apply by CV with a succinct supporting letter, no more than two pages

### In the covering letter, please let us know:

- What appeals to you about the role
- Why you think you'd be successful in the post
- How you fit the person specification
- A little about your understanding of the Outdoor Arts sector
- And please write two tweets: one to promote a real outdoor performance and one to advertise membership of OutdoorArtsUK

Send to [info@outdoorartsuk.org](mailto:info@outdoorartsuk.org) with 'Communications Manager Application' in the subject line.

### In the covering email:

- Confirm that you have the legal right to work in the UK
- Confirm your availability on the interview dates
- State where you saw the job advertised
- Indicate if you have any access needs for the interview
- Give the name of two referees (not to be contacted before interview)

**Application Deadline:** Fri Mon 23 Mar, 12noon

**Interviews:** Mon 30 Mar & Tue 31 Mar

**Feedback:** we will only offer feedback to shortlisted candidates.

### Data Protection

The information you give in your application will be used to create a shortlist for interviews. Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process.

Your application will be kept on file for a maximum of twelve months and then destroyed. Any applications received after the closing date will be discarded immediately.

Should any job opportunities arise in the future for which we think you may be suitable, we may send you application details about the vacancy. In addition, we may contact you in the future for feedback on our recruitment procedures.

### Equal Opportunities Monitoring Form

To help us monitor our Equality and Diversity Policy, we would be grateful if you could complete the attached equal opportunities monitoring form. When your application is received, this form is removed and is not used during the short-listing process. The information submitted is kept in the strictest confidence, following data protection requirements, and will only be used to monitor and analyse the progress of this policy.

## Equality and Diversity Policy

OutdoorArtsUK is committed to equal opportunities and it is the responsibility of OutdoorArtsUK staff to abide by and promote the Equality and Diversity Policy. This policy aims to promote equality of opportunity for all existing and potential employees and members.

This policy aims to ensure that no existing or potential employee or member receives less favourable treatment than other employees or members on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.

OutdoorArtsUK has made a commitment that all disabled applicants who meet the essential criteria for this job will be invited to interview. **Please indicate if you have any access needs for interview.**

### APPLICATION CHECKLIST:

• <b>APPLICATION LETTER</b>
• <b>CV</b>
• <b>EQUAL OPPS MONITORING FORM</b>
• <b>COVERING EMAIL:</b>
○ Confirm right to work in the UK
○ Interview availability
○ Where you saw the ad
○ Access needs
○ Two referees – we will only contact with approval

We look forward to your application.