

Head of Communications Application Pack

HOME

GMAC is funded by



Introduction to HOME

HOME is Manchester's vibrant cross art form centre. HOME commissions, creates and presents contemporary theatre, visual art and film and provides a space for experimentation where art-forms meet and interconnect. HOME's programming is political, international and experimental.

Our £25m building, funded by Manchester City Council, Arts Council England and numerous donors, companies and trusts and foundations, opened in May 2015 and has been a huge success with over 650,000 visits per year, strong audience approval, and local, national and international artistic recognition. Our building includes a 500-seat theatre, 150-seat flexible theatre space, 500m² gallery, 5 cinema screens, education spaces, digital production and broadcast facilities, a café bar and restaurant.

Job Context

The Marketing & Communications Team is led by the Director of Marketing & Communications and works closely with the Programme Team, Made at HOME Team and Box Office team to develop innovative, integrated marketing campaigns and audience development activity to promote the full breadth of HOME's programme.

Since opening in 2015, we've welcomed 2.9 million visits, contributed over £80 million to the Greater Manchester economy, sold over 675,000 film tickets and 197,000 theatre tickets presented 1304 theatre performances, 26,000 film screenings and welcomed over 210,000 people to 50 major new visual art exhibitions and events.

Job Summary

This role will suit an experienced communications professional, highly self-motivated with experience of managing a small team. You will have a proven track record of creating innovative PR and media relations that deliver maximum coverage for arts organisations, online, in print and broadcast, and an excellent working knowledge of digital content development and harnessing the power of social media platforms to tell compelling organisational stories. You'll know how to work as part of a multi-disciplinary team to deliver integrated communications and consistent key messages that help HOME extend our reach and build audiences.

JOB DESCRIPTION

Purpose

To work closely with and support the Director of Marketing and Communications to drive our communications activity, telling HOME's story in a compelling and inspiring way on and offline to multiple stakeholders, raising the profile of HOME within local, regional and national media contexts

Team Marketing & Communications

Reports to Director of Marketing & Communications

Responsible for Media & Communications Manager, Digital Content Manager

Main Duties

1. Work with the Director of Marketing & Communications to create and implement a communications and digital strategy to support delivery HOME's Business Plan, articulating persuasive and compelling organisational messages
2. Manage and evaluate creative and targeted PR and media campaigns and content achieving significant coverage including news stories, opinion pieces, features, previews, reviews, listings and other editorial coverage for visual arts, theatre, film and engagement activity in a range of news, lifestyle and voluntary sector outlets as well as in specialist art press, in print, broadcast and online.
3. Effectively manage the Media and Communications Manager and Digital Content Manager, providing strategic direction, professional development and feedback.
4. Cultivate media contacts and a broad range of other influencers/advocates to increase awareness and appreciation of our wider social and artistic messages ensuring we are positioned and acknowledged as an example of artistic excellence.
5. Support the Director of Marketing & Communications on crisis communications & reputational risk management.
6. Manage and grow an up-to-date and active database of media contacts and influencers,
7. Extending our networks and proactively cultivate new relationships, fully respecting all relevant data protection policies, coordinating and sharing knowledge with colleagues
8. Produce, write and commission content for all relevant offline and online channels, liaising with colleagues across all departments, as part of a comprehensive communications strategy.
9. Effectively manage relevant budget lines
10. Proactively cultivate and manage face-to-face and social media relationships with regional, national and specialist press, (print, online and broadcast).

Greater Manchester Arts Centre Ltd

11. Manage exhibition previews, theatre press launches and press nights, press screenings and other relevant events for key journalists, influential media, broadcast journalists, influential bloggers and other key stakeholders.
12. Build strong working relationships with media and press teams of other cultural venues and organisations in the north west and further afield.
13. Support the Digital Content Manager to develop innovative online content and social media activity that generates dialogue with our audiences.
14. Commission and co-ordinate photography and digital documentation of activity as appropriate.
15. Deputise for other members of the department as required
16. Implement GMAC policies, in particular those around diversity, environmental sustainability and access
17. Carry out additional duties as deemed appropriate by the Director of Marketing & Communications.
18. Work evenings and weekends as appropriate
19. Undertake national & international travel as required.

This is not an exhaustive list of duties and HOME's management may, at any time, allocate other duties which are of a similar nature or level.

	ESSENTIAL	DESIRABLE
QUALIFICATIONS AND TRAINING	Educated to degree level	Professional development in journalism, PR and/or digital.
SPECIALIST KNOWLEDGE	Excellent knowledge of and interest in the UK arts scene, especially North West cultural activity with a good range of professional contacts.	
	Excellent understanding of and high level commitment to equality and diversity	
	Up-to-date professional knowledge in arts/entertainment, charities and media and all associated legal obligations.	
EXPERIENCE	2 years+ managing a team in a similar role	Journalism or professional writing experience.
	Experience of devising, implementing and analysing successful social media strategies	
	Experience of planning and delivering events	
	Proven track record in delivering effective media campaigns and PR projects.	
	Experience in dealing with sensitive media issues	
	Proven track record in developing and maintaining comprehensive media databases	
PRACTICAL SKILLS	Persuasive and accurate communications skills that motivate, build trust and add to effective relationship-building.	
	Effective use of media monitoring tools and social media analytics to measure and report on performance	
	Creative and strategic journalistic sense, identifying stories and interests to engage a wide audience	
	Excellent organisational, planning and administrative skills, including the ability to	

	prioritise and manage own workload	
	Strong IT skills	
DISPOSITION AND ATTITUDE	Pro-active engaged and dynamic with a wealth of strong media contacts both regionally and nationally	
	Motivated collaborator and self-starter able to work calmly under pressure to deadlines	
	Desire to learn new skills, with an excellent eye for detail and a problem solving attitude	
	Ability to embrace change in current processes and to continually improve own performance and that of the team	
	Willingness to work unsociable hours, including evenings and weekends when required.	

Applicant information

At HOME we welcome applications from everyone.

HOME strives to present a vibrant, diverse programme that is reflective of the city that we live in. We believe that this can only truly be achieved if the workforce at HOME encompasses a broad range of beliefs and vantage points. We particularly welcome applications from people from a BAME background or those who are Deaf or disabled, as they are currently under-represented in our workforce. If you wish to discuss reasonable adjustments for this role, please indicate this on your application form and we will be in touch with you.

Outline of Terms and Conditions

TITLE OF POST:	Head of Communications
HOURS:	GMAC Ltd has a standard working week of 40 hours inclusive of meal breaks. Exact hours of work as required by demands of the post. Overtime payments will not be made, however time off in lieu, with the agreement of the Director of Marketing & Communications, will be available to cover any additional hours worked.
SALARY:	£30,000 - £32,000
ANNUAL LEAVE:	25 days p.a. plus statutory holidays, increasing with length of service thereafter.
PROBATIONARY PERIOD:	3 months.
NOTICE PERIOD:	1 month during probationary period, 1 month thereafter.
PENSION:	HOME runs a workplace pension scheme.
OTHER BENEFITS INCLUDE:	<ul style="list-style-type: none">• Free tickets for theatre and cinema• Discounts on food and drink at HOME's bar and restaurant• Travel schemes including cycle to work and discount bus travel

Application Procedure

Please complete the HOME application form telling us how you meet the Person Specification for this role return with a completed Equal Opportunities questionnaire.

The deadline for applications is **Mon 20 May**
Interviews will take place **w/c Mon 27 May**

Please email a PDF copy of your application to: clare.sydney@homemcr.org

We will confirm receipt of your application and let you know if you have been shortlisted for an interview by 17:00 on Thu 23 May 2019.

HOME (Greater Manchester Arts Centre Limited) collects personal information when you join us as an employee, apply for a job or work with us as a freelancer. We will use this information to manage the recruitment process, conform with employment or payroll legislation, report to funders on our workforce or to comply with other laws. HOME will not share your information with third parties for marketing purposes. For more information explaining how we use your information please see our privacy policy for Employees, Freelancers and Artists at <https://homemcr.org/about/policies/privacy/>.