

Head of Communications

Application Pack

HOME

GMAC is funded by



Introduction to HOME

HOME is Greater Manchester's vibrant cross art form centre. We commission, create and present contemporary theatre, visual art and film and provide a space for experimentation where art forms meet and interconnect. HOME's programming is political, international and experimental.

HOME first opened its doors in May 2015: a new, £25m multi-art form venue for Manchester, operated by Greater Manchester Arts Centre (GMAC). Since opening, we have welcomed over 3 million visitors and contributed over £101 million to the Greater Manchester economy. We became one of the few UK organisations to produce new work across theatre, visual art and cinema, achieving local, national and international artistic recognition.

Our programme is presented across:

- Five state of the art cinemas, presenting one of the UK's most celebrated programmes of independent film
- Two theatres – c.500 seat proscenium arch T1 and c.130 seat flexible studio theatre T2 – presenting HOME produced productions
- 500m2 contemporary visual art space
- Digital platforms
- Talent development and engagement spaces
- In the communities of Manchester

HOME also relies on trading and ancillary income to support the charity, including two bars, a restaurant, event spaces and retail space.

Job Context

This role sits within the Marketing and Communications Team, led by the Director of Marketing and Communications, who also directs the Customer Service team. These teams work together to put audiences at the heart of everything HOME does.

The Marketing and Communications team is responsible for building and retaining audiences, visitors and participants to HOME, and articulating its mission and vision to stakeholders. The team is responsible for achieving visitor and income targets for HOME's cross-arts programme, and ensuring the audiences are diverse and reflective of the city.

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. You will also have 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 and digital 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	Digital Communications Manager, Marketing & Communications Assistant

Main Duties and Responsibilities

Strategy & Management

- 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
- Ensure that HOME's communications reflects and includes the diversity of the communities we serve and the artists that we work with
- Effectively manage the Digital Communications Manager and Marketing & Communications Assistant, providing strategic direction, professional development and support
- Develop, implement, monitor, and evaluate agreed brand guidelines and company 'personality' across all internal and external communications materials
- Monitor and report on the effectiveness of PR, media and digital campaigns

PR, Media & Stakeholder Engagement

- 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
- 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
- Support the Director of Marketing & Communications on crisis communications and reputational risk management
- Manage and grow an up-to-date and active database of media contacts and influencers
- Extend our networks and proactively cultivate new relationships, fully respecting all relevant data protection policies, coordinating and sharing knowledge with colleagues
- 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
- 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
- Build strong working relationships with media and press teams of other cultural venues and organisations in the North West and further afield

Digital Communications

- Proactively cultivate and manage face-to-face and social media relationships with regional, national and specialist press (print, online and broadcast)
- Support the Digital Communications Manager to develop innovative online content and social media activity that generates dialogue with our audiences
- Work with the Digital Communications Manager to manage all aspects of HOME's online presence, promotion and functionality, including management of the website and relationship with our web developers

Greater Manchester Arts Centre Ltd

- Encourage and support engagement with our digital activity internally, providing training and mentoring where required and encouraging input from colleagues across the organisation

Other Duties & Responsibilities

- Effectively manage relevant budget lines
- Lead on a strong internal communications strategy to encourage engagement from wider organisation and to effectively disseminate key information
- Commission and co-ordinate photography and videography as appropriate
- Deputise for other members of the department as required
- Implement GMAC policies, in particular those around diversity, environmental sustainability and access
- Carry out additional duties as deemed appropriate by the Director of Marketing & Communications
- Work evenings and weekends as appropriate
- 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.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Qualifications and training		Professional qualification or evidence of 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	Knowledge of legislation relating to copyright, data capture and data protection
	Excellent understanding of, and commitment to, equality and diversity	Knowledge of the theatre and performing arts, visual arts and/or film sectors
	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.	Design and/or editing skills
	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	

Personal skills	Pro-active, engaged and dynamic with ability to form strong relationships and networks	
	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

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 Head of Marketing, will be available to cover any additional hours worked.

SALARY: £30,000 - £32,000
ANNUAL LEAVE: 25 days p.a. plus statutory holidays
PROBATIONARY PERIOD: 3 months
NOTICE PERIOD: 2 months
PENSION: HOME runs a workplace pension scheme
OTHER BENEFITS INCLUDE:

- 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

How to apply

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

The deadline for applications is **Monday 1 November 2021 12pm**
Interviews will take place the week commencing Monday 8 November 2021

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

Unfortunately, we cannot acknowledge receipt of applications.

HOME strives to be an equal opportunity employer, committed to diversity and inclusion in the workplace.

Thank you for your interest in this post.