

**Communications Manager Application Pack**

Welcome andthank you for your interest. Creative Future is a wonderful, national charity who specialise in supporting creative people, artists and communities who are underrepresented in mainstream culture and face barriers and inequality to opportunities. Our mission is to make the arts more diverse and representative of the world we live in. We have recently become an Arts Council England National Portfolio Organisation. I joined the team as Chief Executive in September 2023.

We are looking for a new Communications Manager to support the team and myself to take Creative Future forward and build on the strong foundations already laid. You will share our ambition to develop further the quality, diversity, inclusion, and accessibility of Creative Future’s work for the benefit of our communities whilst supporting our resilience through your own excellent communication skills and creativity.

We celebrate and nurture equity, diversity, and inclusion, and warmly encourage applications from candidates who bring backgrounds, perspectives and insights that are underrepresented in the arts and cultural sector. We welcome people to apply: who are deaf, disabled, neurodivergent, experience mental health challenges, of African, Caribbean or Asian heritage, global majority and or LGBTQIA+.

We look forward to hearing from you,

**Rose Kigwana, Chief Executive**

**Who we are?**

Creative Future, established in 2007, is a national arts organisation and charity, and now an Arts Council England National Portfolio Organisation. Our work is focused on diversity; supporting creative people, underrepresented artists and communities facing barriers and inequality to opportunity. We are unique in the breadth of people we work with and the depth in which we work with them.

In terms of people we offer support to, our three most prevalent categories are people who experience mental health challenges, people of African and Asian heritage, global majority and LGBTQIA+ backgrounds. We also engage people from working-class backgrounds, with physical, sensory, invisible, learning disabilities, neurodivergence, substance misuse issues, and survivors. We follow an inclusive social model acknowledging intersectionality and multiple/compounded barriers—75% of those we work with face more than one issue, and 40% three or more. At the same time, since 2019, we’ve made significant efforts to increase the proportion of participants from Black, Asian and Global Majority backgrounds due to the higher barriers to access.

We’ve supported 6,000+ talented people through:

* 500+ creative and professional development workshops
* 8 x Creative Future Writers’ Award competitions, including professional development and long-term support
* 1:1 bespoke creative/professional mentoring for 120 under-represented artists/writers
* Dozens of publications, resources, events/development days
* 3 year HERA partnership programme of inclusive arts and health support
* Cross-sector Thriving Communities social prescribing partnership

We’re leaders in our field, bridging the gap from the margins to the mainstream, and a catalyst for individual change. We are increasingly focusing our work on mental health and ethnic diversity, without losing sight of our mission to ensure people with complex, ignored, invisible needs aren’t excluded from opportunities.

**About the Role**

Creative Future seeks an experienced and motivated Communications Manager to co-create and deliver a robust communications strategy around our main projects and objectives and help Creative Future to communicate our vision and mission and build awareness of our work to both local and national audiences. This includes:

* A major annual campaign to promote entries to the Creative Future Writers’ Award (January - May).
* Major annual campaign to announce the winners (September - October) and promote the winners’ showcase and Writers’ Day.
* Ongoing and seasonal campaigns to promote our national face-to-face and online creative workshop programme.
* Regular and ongoing amplification of opportunities for underrepresented creatives by our partners and other external organisations.
* Regular and ongoing celebration of our service users’ successes and impact.
* Regular ongoing promotion of our HERA partnership programme of inclusive arts and health support to a local audience.
* Developing our national audiences and reach, through our digital and online activities.
* Working with external press agencies and supporting the delivery of press campaigns.

We are looking for a dynamic, creative, flexible, socially aware person, comfortable working independently and within a team to help design and deliver a strong annual audience development and marketing plan to increase our profile and effectively articulate the story of our artists, service users and the organisation.

**Key Responsibilities**

**Social Media**

* Developing and implementing a content strategy across all social media channels and developing our social media strategy.
* Manage Creative Future social media accounts (Facebook, Twitter, Instagram, TikTok, YouTube and LinkedIn) and scheduling tools via Hootsuite.
* Promoting Creative Future activities via e-mail (Mailchimp), social media and our website (WordPress).
* Creating social media graphic assets and posts for promoting Creative Future activities and the work of partner organisations.
* Research and write copy for social media, with a focus on the specific language and unique rules of each individual platform.
* Ensure Creative Future’s social media channels are accessible and follow access guidelines.
* Develop and manage social media content plans including promoting Creative Future’s artists and writers.
* Develop a social media marketing plan to grow Creative Future’s audiences and reach both to a local audience and nationally.
* Monitor social media direct messages/replies/tags and responding appropriately
* Update Creative Future’s monthly analytic figures across all social media channels.

**Communications**

* Develop Creative Futures visual identity and produce design assets for cross-channel promotion.
* Develop key messaging for Creative Futures projects. Produce content that is effective in communicating these projects and in reaching our relevant communities.
* Produce monthly Creative Future e-newsletter (Mailchimp) and other e-newsletters as needed.
* Maintain, update and upgrade Creative Future’s WordPress website.
* Creating posters/signage/graphics to promote Creative Future workshops/ events/ projects in line with our branding guidelines.
* Manage time-sensitive campaigns, e.g. Creative Future Writers Awards
* Refresh Creative Future’s video content.
* Manage or oversee the management of Google AdWords campaigns.
* Provide bi-annual data analytics measuring our reach.
* Developing and implementing branding guidelines for consistency and accessibility.
* Coordinating effective plans for distributing content, press and other PR-related activities.
* Analysing evaluation data and feedback, to create qualitative and quantitative content and data to effectively communicate the impact of our work.

**Partnership Working**

* Manage all aspects of Communications reporting in line with Arts Council England requirements, including, Illuminate.
* Ensuring data sharing agreements are in place when working with external partners in line with GDPR.
* Researching and updating list of key Creative Future promotional contacts, including for specific client groups/towns/services
* Develop mutual relationships with marketing/comms officers at our key partner agencies.
* Collaborating with and building relationships with the communities and artists Creative Future supports and other community and cultural organisations to maximise opportunities for our participants and audiences and support the promotion of Creative Future opportunities/news.
* Work with external partners to promote their opportunities for Creative Future service users.
* Maintain Creative Future brand across all promotions, managing external and designer, photographers, and film-makers contracts to ensure projects are delivered successfully and on time.

**Person Specification**

**Essential Experience**

* Minimum three years’ experience in providing digital marketing/ communications/ promotion in a dynamic cultural sector (or equivalent) environment, including increasing audiences and reach/impressions.
* Experience in creating, managing, and executing marketing campaigns.
* Design experience in creating social media assets.
* Design experience in creating promotional material.
* Analytics insight and experience in measuring and improving reach/impressions.
* Hands-on experience in content creation and management for websites, blogs and social media.
* Experience in creating, managing and improving the reach of e-newsletters to targeted audiences.
* Experience of website design and content management systems.

**Essential Skills**

* Proven skills in social media content creation and account management.
* Knowledge of accessible digital marketing and communications.
* Knowledge of online marketing channels, including tone and voice requirements for different platforms.
* Ability to work with and create text, image and video content.
* Ability to work independently, meet deadlines and manage several projects at the same time and with accuracy.
* Excellent copywriting skills.
* Excellent verbal and communication skills and ability to communicate well with difference audiences and communities.
* Knowledge of Search Engine Optimisation, keyword research and Google Analytic
* Strong ICT skills, including experience of using software such as Microsoft Word, Excel, Outlook, CRM and CMS.

**Desirable skills and experience**

* Knowledge of Hootsuite, Mailchimp, Canva (or InDesign).
* Knowledge of and an interest in the arts/cultural sector and willingness to keep up to date with developments in the cultural sector.
* Experience of working with under-represented people and communities and people at risk of harm/ vulnerable people.
* Experience working for Arts Council England funded projects and or National Portfolio Organisations.
* Knowledge and experience of using Wordpress.

**Creative Future staff are expected to:**

* Have a strong commitment to equal opportunities, inclusion, equity and diversity principles and to keeping their knowledge up to date.
* Be empathetic and supportive to under-represented people, communities and adults at risk of harm/ vulnerable people.
* Be able to maintain and develop positive working relationships both internally and with external contacts, communities and partners.

**What we offer**

Salary: £30,000 pro rata (£12,000 actual).

Contract: Permanent, part-time (subject to funding).

Pension: Nest pension, 8% Employer contribution.

Hours: 2 days /16 hours per week, including some evening and weekend work.

Base: Hybrid - based at the Creative Future office in central Brighton one day per week (Tuesday’s).

Holiday: 28 days per annum pro-rata (11.2 actual), rising with service. Plus, bank holidays & discretionary office closure in December.

**How to apply**

If you would like to apply for the role of Communications Manager, then please complete the following steps:

* Provide an up-to-date CV outlining your work experience, education and qualifications and include details of two referees.
* Provide a cover letter (maximum two pages) which refer to the person specification and outline how your experience and expertise makes you suitable for this role and why you feel passionate about joining us.
* complete an Equal Opportunities monitoring form, download from [here](https://www.creativefuture.org.uk/wp-content/uploads/2023/09/CF-Equal-Opps-Monitoring-Form-updated-Sept-2023-1-1.docx)

Send your completed application to Louise Evans: louise@creativefuture.org.uk

**Deadline:** 10 am Monday, 30 October 2023.

**Interviews:** Tuesday, 7 November, Community Base, Brighton

If you would like to submit your application in another format or require this application pack in a different font or format, we would be happy to provide this. Please contact Louise to discuss a suitable alternative.

You are encouraged to share any access requirements you may have for interviews in a separate cover note along with your application.

Interview questions will be provided in advance for anyone invited for an interview.

For an informal chat about the job role, please email Rose Kigwana, Chief Executive, rose@creativefuture.org.uk to arrange a time to speak.