

Marketing and Communications Manager - Job Description

Open Source Arts

Job Title: Marketing and Communications Manager

Location of work: Online or in person at the venue in Leeds. You will be expected to work in person with the team.

Salary: £26,000 - £32,000 Pro rata. (Depending on experience)

Length of role: This is a permanent role pending 6 months probationary period.

Hours of work 5 days per week (35 hours), Primarily weekday daytime work. (Flexible working considered)

Reports to: Director

Responsible for: Interns, volunteers, casual staff, Marketing and Comms Assistants

Working closely with: Events Team, Leadership Team, Interns and Volunteers

Start date: As soon as possible.

Annual leave: 5.6 weeks inclusive of bank holidays (pro-rata)

Additional leave: statutory sick pay, 2 days bereavement leave for close family members.

Pension contributions: 8% pension (3% employer) contribution, UK Statutory Annual Leave, UK Statutory Sick Pay (Nest Pensions)

Application deadline: Wednesday 27 July 2022 (6pm)

What we're looking for

We are seeking a self-motivated and strategic thinker who works well as a part of a larger team but who is self-managed and internally motivated and can create, design, lead and innovate in a self-directed way, working closely with input and guidance from the leadership team. This role is not for a new starter or someone seeking to develop their experience in the industry, we are hiring an experienced worker who is inspired about the creativity of strategic communications. You will believe in why we do what we do, be excited to be a part of developing this story and making it a success. You will be required to dive in, use your knowledge and understanding to innovate excellent, strategic ways of sharing the good news about the projects, opportunities and impacts we are creating, and be self-driven about sharing the good work that happens here. You will communicate in a coherent way about our portfolio of products and services, helping us not only bring in new relationships, but also nurture and develop existing ones.

This is a new role in a growing team and you will work closely with the events and leadership team and be responsible to the leadership team. You will have responsibility for interns, volunteers, casual staff, agency workers, marketing and communication assistants.

You will be authentically welcoming of people from all backgrounds and all identities.

A full induction into Open Source Arts is provided along with 6 weekly supervision check-ins with one of the leadership team - you will work with other members of the operations team in a supported self-organising structure which we have developed over the last 5 years. This way of working is flexible and supportive, and we will induct you into the practices during your first weeks.

You must live in or near enough Leeds to attend work in our office at 143 Kirkstall Road.

You will own your own laptop and have exclusive use of it and be able to use it for work purposes, an iPad, tablet PC or smartphone will not be sufficient for this role as much of the software you use is based online and cloud based, and as the apprentices learn remotely with their college you will need to be able to join the learning portal in the same way as they do.

We will exclude people who have a criminal conviction for offences which would potentially put vulnerable young people or adults at risk. However, we welcome applications from people who have other time spent criminal convictions to apply for this role.

You must have the right to work in the UK for the role as outlined here.

The main responsibilities below are not exhaustive and may change due to the agile nature of Open Source Arts.

About the role

We are seeking an experienced, passionate, inspired and inspiring communicator to support the work we do by building awareness, taking our communications to scale and telling the story of the facets of the work we do in a way which increases the reach to all audiences, and builds the potential of our work and our impact. You will have oversight of all of the projects and brands which sit underneath the Open Source Arts umbrella, ensuring that our key audiences are engaged, are excited and continue to grow. This is a new role, and you will be working with a growing team, including occasionally managing interns and volunteers. We are looking for someone who has the necessary experience, inspiration and enthusiasm to design and enact creative, multi layered, multi-level plans to effectively communicate about the complexity of what we do in a way which helps to reach audiences and clients and share the compelling story with clarity so people of all learning preferences and communication styles can understand the compelling purpose behind what we are doing, and consequently discover a way to become involved with it. You will be able to quantitatively report on the efficacy of the strategies you are employing and back up your approach with evidence and figures.

KEY RESPONSIBILITIES

- Working with others in the team to implement the digital communications strategy.
- Develop, and ensure up to date, accessible and SEO friendly content of our websites.
- Oversee management of our social media channels.
- Develop an integrated digital communications strategy for Open Source Arts, encompassing all projects that sit around the spokes of that wheel.
- Define audience and partner engagement key messages and develop and implement an audience engagement strategy.
- Monitor, evaluate and report on effectiveness of marketing, communications and digital activity and adapt as needed.
- Be an active guardian of each of our brands, developing these as required, and ensure adherence across all communication channels.
- Oversee effective digital advertising and marketing campaigns.
- Develop and nurture communications, PR and media relationships.
- Develop and nurture relationships with stakeholders.
- Build and lead in-house marketing and communication teams, ensuring they have the right skills to deliver and implement the marketing, digital and communication strategies.
- Develop and ensure implementation of campaigns
- Be committed, punctual, honourable and work with integrity and commitment to maintain confidentiality
- Have an inclusive mindset and embrace a culture of creativity and dedication

- Be polite, authentic and respectful to all people, working with deep listening as a leadership stance. We can discuss what this means in an interview if you proceed through the application process.
- To work as a valued team member and support with other duties as required with agreement from the leadership team.
- Awareness of, compliance with, and contribution to organisational policies and procedures and such GDPR, Equal Opportunities, Equitability and Welcome Policy, and other health and safety policies.

Qualifications

Essential (we will ask you about some of these during your interview):

- Experience of successfully creating and implementing digital strategies and campaigns
- A relevant qualification at degree level or suitable evidencable experience in digital engagement with leadership elements of at least 5 years.
- Good level of competence with common content management systems (Wordpress, Mailchimp essential).
- Experience of digital engagement including SEO and PPC.
- Experience of working to targets and set budgets.
- Understanding and experience in analysis of digital campaigns (e.g. google analytics) and ability to share relevant information with the team.
- Proven experience of developing and maintaining a brand identity.
- Experience working with public facing communications, press and media.
- Experience of setting strategies and overseeing communication and digital engagement activity.
- Experience of managing social media channels.
- Experience working with a wide range of external providers, stakeholders and managing agencies, such as web developers, SEO specialists and external partners.
- Experience of supervising and leading others to support, implement and analyse strategies and campaigns with a motivating positive attitude and energy.
- A good level of competency with Adobe (or similar software) for design and editing skills (including Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premier Pro, Adobe After Effects).
- Understanding and ability to follow policies, guidelines and laws governing digital work and health and safety in the workplace (e.g. copyright, GDPR).
- Have exemplary honesty and authenticity and commitment to the personal work required to develop and maintain this.
- Excellent copy writing and proof-reading skills.
- An organised and professional approach to your work, with proven experience of managing multiple tasks at the same time and delivering to deadlines.
- Excellent interpersonal skills and ability to communicate well with a wide range of stakeholders.
- Ability to manage own workload and internally motivated to deliver

- Excellent communication skills & be fluent in English to a professional level (although English does not need to be your first language).
- Creative approach.

Desirable:

- A personal practice you follow, which helps in your own personal development, mindfulness or grounded approach to life and relationships.
- An appetite for learning about the dynamics of being in good relationship and working generatively with challenges.
- Familiarity of the not-for-profit sector, education sector, or community activism.
- Experience working with an organisation during a time of growth or period of transformation.
- Have a good awareness of customer service standards and the importance of maintaining excellent relationships.
- Interest in the environment and taking action, however small, to help combat climate change.
- Personal leadership skills.
- Experience creating and managing content for online distribution, and for print and in-person distribution.
- A keen interest and experience in some or all of culture, the arts, the environment, community activism, climate justice, racial justice, social justice, systems thinking, change-making, participatory leadership, and participatory decision making processes.

About Open Source Arts

Open Source Arts is a cultural and civic society development organisation.

We believe that culture and civic society are intrinsically linked, and that creative innovations which build strong, equitable and connected cultures are our best chance of navigating an increasingly chaotic future.

We deliver consultancy to public, third sector and corporate on building relationships which matter with communities to help change the way systems are evolving and how the future can serve people and planet more abundantly and sustainably.

We also operate a 6000sq ft resource centre on Kirkstall Road, including artists' studios, which deliver practical manufacturing facilities, skills training, exhibitions and celebration events to support individuals and creative communities as they develop their careers in the cultural sector.

We preach what we practice, because we organise our team within a participatory & collaborative framework, valuing collective intelligence and building capacity as we go. All this supports the day to day operation of our resource centre on Kirkstall road, including the delivery of a myriad of creative support services to artists and community activists in the city.

Outside our operation of these support services from our resource centre, we also consult out to local government, charities, third sector organisations and social businesses, sharing our skills on participatory leadership, working generatively with complexity and building systems which support the emerging future.

It is deliberately a bit of a mixture, and the elements all support each other beautifully – read a bit more about it on our website www.opensourcearts.co.uk

We are welcoming into existence a community of creative practitioners who care about building stronger societies and navigating complexity together.

We will particularly consider applications from applicants with greater than 5 years' experience and a qualification relevant to the field, or with an enhanced level of industry experience.

We warmly welcome people of all backgrounds, cultures, abilities, genders, sexualities, ages, religions, heritages and nationalities to apply and become part of the team.

As leaders and as a team, we understand that we have biases based on our upbringing, learning and experiences, and we welcome being in conversation about our learning. We are actively working to be bias-aware and act consciously rather than allowing our subconscious biases to steer our behaviour in an exclusive, less inclusive direction.

We engage in continuous learning as a team and are eager to grow in relationship, awareness and our capacity to embody culturally relevant deep welcome and make all our spaces as accessible as we can.

Benefits

- Access to our workshop and facilities for your own small projects - provided it fits around the needs of our members.
- The same benefits of our monthly membership scheme - see more info here: www.opensourcearts.co.uk/memberships
- Participation in our year-round programme of staff social events and celebrations.
- Opportunity to join and develop within a nurturing team of creative people.
- Opportunity to join team training in a variety of skills, such as deep listening, facilitation and mental health first aid.
- Opportunities to learn other skills and experience other work forms through participating in our other projects.

How to apply & what to expect

1. Submit an application as outlined below
2. Attend an interview if invited, which includes a chat with a few members of the team and a practical exercise.
3. Successful candidates will be selected pending receipt of satisfactory references.

Release Date: 1 July 2022

Deadline to apply: 27 July 2022 6pm

Interview Date: Monday 8 August 2022, between 9am-5pm

Expected start date: as soon as possible

Application process

Open Source Arts are committed to reflecting the diversity of the city we're based in. We are currently underrepresented in our staff team by people who identify as disabled, D/deaf, people of African and Caribbean heritage, people of South East Asian and East Asian heritage, and people of Gypsy, Roma and Traveller heritage. We actively encourage applicants from these backgrounds and experiences to apply.

If there are any things which would help you submit the best possible responses to this first application stage, please feel warmly invited to make them clear to us and we will do our best to make it happen. If there is anything that we can do which will help you attend the interview well then please do let us know. Interviews will be in-person and you will be warmly welcomed at our premises and there will be adequate time between interviews that they do not feel rushed.

When you arrive, you will be greeted by a member of our team, given a tour of the premises and we will have a cuppa before we sit down for the interview process. There will be four people on the interview panel, and we will make clear the makeup of the panel before the interview date. Any tasks you will be asked to complete during the interview will be clarified in the invite to interview.

To apply, please email the following to info@opensourcearts.co.uk

1. **Your CV (2 side A4 max)**
2. **Contact details for x2 referees (can be included in your CV).** We would contact referees at point of an offer of the job and will let you know in advance before making contact. We ask for one current/most recent employer reference, the second can be an employer or a character reference.

3. **A cover letter (2 side A4 max)** The cover letter should demonstrate how you meet at least the essential qualifications that haven't been included in your CV. Please also let us know if you expect to be available on the expected interview date.

You could send a video or a voice note recording containing the above information if you prefer instead of the written docs above (max 5mins).

We also ask that you fill in this equal opportunity monitoring form when applying. We want to know who is engaging with us so that we can support those who are currently under-represented in our organisation and to help us see how we are doing. Any information shared in this form will be anonymous and not be used for shortlisting.

If you want to contact us before submitting a full application, you're welcome to speak with Myra by email myra.rowland@opensourcearts.co.uk or give us a call on 01132 468 975

Thank you for the interest, we are looking forward to receiving your application!