



info@futureeverything.org
+44 (0)161 232 4600
@futureeverything
www.futureeverything.org

BASE
Greenheys Lane
Manchester
M15 6LR

FutureEverything: Digital Communications Officer Job Pack

Job Description

Title: Digital Communications Officer

Reports to: Commercial Partnerships Manager

Salary: £22k - £25k per annum pro rata depending on relevant experience

Contract: 3 days per week and until 31st December 2018. There may be an opportunity for this role to develop into a full time and possibly permanent position in 2018.

Office and Hours: FutureEverything Office, BASE, Manchester, 9am to 5pm with some flexibility

Application Deadline: 9am Monday 3rd July

Interviews: Tuesday 18 July

Application Process: Please submit i) your CV ii) Equal Opportunities form and iii) a covering letter (max 500 words) outlining how you fulfill the essential person criteria Send all three documents as pdf's to:

opportunities@futureeverything.org

Intro

FutureEverything is an award winning design, art and innovation agency in Manchester. It has operated at the forefront of digital and media arts for over two decades and has a packed programme over the coming 24 months. It delivers design and innovation programmes in fields including smart cities and climate services. It presents a celebrated festival of ideas and digital invention, hailed by The Guardian as one of the [top ten ideas festivals in the world](#).

FutureEverything (FE) are seeking to appoint an experienced, talented, motivated and Digital Communications Officer The ideal candidate will have experience in producing internal and external content for the arts, design, technology, government and academic sectors. You will bring imagination, energy and a proactive approach to the Communications team, to help raise profile and audience engagement. You will have an active interest in at least one of digital culture, art, innovation, technology and design.

The purpose of this role is to support a core company communications function, required by all existing programme strands, and to assist the Commercial Partnerships Manager in delivering marketing campaigns and related activity across all channels (including social media),to contribute to the development of all FE's service areas.

Some of the recent projects delivered by FE cover domains such as climate services, social activism, data science, quantum theory,and new media art. They require communication to a broad and international audience consisting of artists and designers, scientists and academics, city officials, large



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corporations, small businesses, and community groups.

You will not necessarily require specialist expertise in these fields, but need to have the capability and confidence to engage with specialists in these and other areas, and to quickly absorb and assimilate key principles and ideas and communicate with suitable detail and precision.

You could come from an arts/cultural, academic or journalistic background, and should be at home communicating in a voice that engages and informs audiences across multiple sectors. You should be able to creatively adapt content to suit all audiences and which raises the profile of FutureEverything.

Main Purpose

To plan and deliver the company's communications

Primary Responsibilities

- Working with the Commercial Partnerships Manager and the rest of the team to create and deliver an annual company wide communications plan
- To assume the role of copy-writer and in-house journalist producing engaging, relevant written content to share internally and externally
- To lead on the production all FE marketing collateral including presentation material, event reports, brochures, news articles, blog posts, brochures, and other written content
- To manage and deliver the content schedule for all company social media channels (twitter, facebook, medium, instagram, flickr and vimeo) growing our audience and maximising overall reach and engagement.
- Working with the Commercial Partnership Manager and relevant team members to create project briefs and manage delivery for specific areas such in filming or PR campaigns around key programmes
- To produce public newsletters to drive sales and engagement in large scale activity (such as festivals), as well as update subscribers on ongoing activity
- To produce regular messaging to key stakeholders , working with the Commercial Partnerships Manager to disseminate key activity to these networks, and maintain reciprocal communications activity
- To work strategically with the Commercial Partnerships Manager and other members of the team, to successfully communicate FutureEverything's diverse portfolio of activity.
- To deliver 'hands on' marketing activity across the FutureEverything Festival and projects - including working with production partners and suppliers
- To bring an imaginative and entrepreneurial approach to communications, and to work closely with the Communications Manager and other members of the team to deliver campaigns



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Other Responsibilities

- To gather technical communications requirements - i.e dimensions and specs for adverts, billboards, print media, etc
- To work alongside FutureEverything's PR agency in crafting stories for the media
- Work with partners and third party organisations to broker and manage reciprocal communications agreements
- Working with the Commercial Partnerships Manager to ensure communications outputs are delivered on time, and on budget
- To assist the Commercial Partnerships Manager in other related activity that is relevant to successful communications

Person Specification

The criteria below indicate the qualities that are required, and desired, of the successful applicant:

Required

- Experience in delivering high quality copy across the arts, design, technology or public sectors
- At least 2 years experience in working in a journalistic, PR or communications role in the arts, design, or technology sectors
- An imaginative and self starting approach to marketing and communications
- Meticulous attention to detail
- Experience in producing outstanding editorial content using journalistic interview techniques
- Experience in working in a high pressure events environment - such as a large festival or arts programme

Desired

- Experience in extracting engaging stories out of projects, events and organisational activity
- A sound understanding of the social context, issues and practicalities of advocating and planning a digital technology focused Festival in the UK
- An excellent understanding of social media, digital culture and related technical and creative fields as well as the current academic, creative and business issues surrounding this expertise
- Experience in working in an academic environment, and familiarity with academic reporting language.
- Knowledge of national/international arts and cultural networks

Ideal candidate profile

- At least 2 years of experience in the arts/cultural sector with specific experience in digital arts/creative media
- Ability to work strategically as well as being 'hands-on'
- Budget management experience
- PR skills, both pro-active and reactive
- Experience of using Wordpress and Photoshop
- Copywriting and proof-reading skills



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- Ability to retain the 'big picture' whilst also applying attention to detail
- High standards and an ability to meet deadlines
- Ability to delegate appropriately and manage multiple priorities
- Emotional intelligence
- Demonstrably strong interpersonal, communication and writing skills
- A proven ability to independently prioritise own workload
- A demonstrable interest in the digital arts / new media

Company Overview & Position

FutureEverything has experienced a year of exciting growth and development. The new roles will help deliver communications for several ambitious projects and shape the direction for another 20 years at the forefront of digital innovation.

In 1995, FutureEverything was established with the vision to give rise together to a truly participatory culture and society. Over 20 years it has participated in and shaped the emergence of a digital culture. FutureEverything led the development of a city data ecosystem in Manchester, and supports the development of innovative services using data, by businesses, city officials, scientists, citizens and designers.

CityVerve is the UK's IoT Smart City Demonstrator, a large scale project funded by InnovateUK that aims to make Manchester a world leader in 'Smart City' and 'Internet of Things' technology. This is all about transforming the way we work, rest and play in a digital age. The Internet of Things adds sensors and data analysis to equipment like streetlamps, vehicles or home heating equipment, to develop innovative services to improve people's lives. FutureEverything is leading on introducing participatory and user centred design, citizen inclusion, and art, to the project.

The GROW Observatory will mobilise people across Europe to capture data and develop new knowledge on growing, soil and land, and to solve a major challenge for space science by helping to validate the latest generation of European Space Agency satellites. FutureEverything is leading the innovation programme to develop services using citizen contributed and satellite data.

FAULT LINES will support the creation of new works by artists which contribute to the dialogue between technology, innovation, culture and society. The programme will encourage work across artforms and sectors, exploring specifically how artists can have an impact on innovation in the technology sector.

We are a non-profit Community Interest Company based in the Science Park in the central University district. The Company delivers an environment for talented professionals to grow and thrive, and is governed by a high profile and committed Board, led by Chair, Vikas Shah. It is highly active in European and International cultural and innovation networks, it is a Node of the Open Data Institute, and works regularly with the Catapults in the UK. Funding partners include InnovateUK, European Commission Horizon 2020, Manchester City Council and it is a National Portfolio Organisation of Arts Council England.