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SEESAW
86 Princess Street,
Manchester M1 6NG

Communications Manager (Maternity Cover) - P/T Application Information and Job Description

Application Information

Reports to: Creative Director and Executive Producer

Salary: £32,000 pro rata (0.6). The organisation operates a fair and equal pay policy.

Contract: Fixed term, 8 months (with possible extension)

Part-time (3 days per week). Flexible working is available except for Mondays which are an in-office day for the team.

Annual Leave: 25 days (plus 8 statutory bank holidays) pro rata

Working with: FutureEverything Senior Management Team, Producer, Finance Manager, Administrator, external partners, & freelance artists.

Office location: Manchester city centre & working remotely.

Application deadline: 10:00, Friday 13th January

Application process: Please submit the following documents as PDF attachments:

- I. CV - 2 sides A4 max
- II. Cover letter detailing why you are interested in the role, and outlining how you meet the criteria in the Job Description (800 words max)
- III. Equal Opportunities Form*

*All information provided in the Equal Opportunities Form will be treated in the strictest confidence and held separately for reporting purposes. This information does not form part of the selection process.

Please send all the above to: info@futureeverything.org by **10:00, Friday 13th January**

We particularly welcome applications from those with disabilities (both seen and unseen), LGBTQ, and Black and Minority Ethnic candidates, as they are under-represented across the arts and culture sector.

Shortlisted candidates: to be confirmed by **Wednesday 18th January** by phone or email (as we receive so many applications, if you have not been contacted by this date please assume that you have not been successful on this occasion)

Interviews: Tuesday 24th January (preferably to take place in person at our office in central Manchester)



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Appointment: candidates will be informed of the outcome by w/c **30th January**

Expected start date: the successful candidate will be expected to take up post w/c **27th February**

We will be able to provide feedback for interviewed candidates, upon request. We will not be able to provide feedback on applications from candidates who are not invited to interview.

Access Support

We are committed to ensuring our opportunities are open for people who experience barriers to inclusion. We recognise that you might need additional support to participate in the application and/or interview, whether that is technical equipment, access support or adjustments to the process. If you require any support or adjustments, please contact us on info@futureeverything.org.

Job Description

Purpose of Role

As we enter into the next stage of our development, with a new business model that aligns our international work with our hyper-local portfolio, we have an exciting opportunity for a creative and passionate Communications Manager to join our dynamic and innovative team (for a period of maternity cover), delivering the Communications Strategy for our organisation and projects across our three programme strands - public artwork, cross-sector collaborations and digital debates.

The Communications Manager will lead on delivering successful marketing and comms campaigns that tell the stories of the organisation in a way that will inspire our audiences and engage new audiences locally, nationally and internationally. They will work to help deliver our Communications Strategy, fulfilling the marketing and comms objectives that sit alongside the Business Plan.

Day to day the Communications Manager will help to deliver the Communications Strategy across the company's projects; including but not exclusive to producing internal and external content for the arts, design, technology, government and academic sectors. The role will bring imagination, energy and a proactive approach to how FutureEverything promotes itself, increases its profile and achieves audience development. Recent and upcoming projects include [FutureFantastic Festival](#), [Plásmata: Bodies, Dreams, and Data](#), [Unintended Consequences](#) and [this place \[of mine\]](#).



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In addition, during the maternity cover period, the Communications Manager will take responsibility for the process of refocusing the website content to create more refined messaging that reflects our organisational direction, values and beliefs. They will also be responsible for reshaping the News & Blog section of the website, communicating key messages and engaging audiences through a consistent flow of content (including written articles, video and visual pieces), which will be used to promote projects and can be disseminated through the FutureEverything newsletter and social media channels.

Main Purpose

The Communications Manager role will implement the following areas of responsibility, which are currently in line with the organisation's business plan and marketing objectives:

Responsibilities

Strategic

- To create and deliver intelligent and engaging communications plans for each project with an aim to meet the organisational objectives.
- To actively deliver, implement and maintain the current Communications Strategy for the organisation, fulfilling marketing and comms objectives that supports and complements the Business Plan, target audiences and proposed programme.
- To work strategically with members of the team, to successfully communicate FutureEverything's diverse portfolio of activity.
- Develop and sustain an understanding of the organisation's audiences.
- Use audience data to provide regular analysis of patterns and impacts that can influence future strategic decisions and programmes.

Evaluation & Stakeholder Management

- Ensure evaluation frameworks are built in consultation with project partners and stakeholder needs.
- Develop and deliver audience engagement, insight and data reporting.
- Work with partners and third party organisations to broker and manage reciprocal communications agreements.

Audience Engagement



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- Assume the role of copy-writer and in-house journalist producing engaging, relevant written content to share with:
 - o Audiences
 - o Stakeholders and co-commissioners
 - o Press and media contacts
- Manage every aspect of our social media (twitter, facebook, instagram, LinedIn and YouTube), creating content schedules, delivering visual assets and copy, and growing our audience to maximise overall reach and engagement.
- Manage the ongoing brand and website redevelopment project, as well as leading on developing key and concurrent messaging through the FutureEverything website.
- Reshape the News & Blogs section of our website, to engage current and new audiences through artist interviews, opinion pieces, blog/news posts and case studies.
- Produce public newsletters to build engagement across different projects and activities.
- To support the team with regular messaging to key stakeholders.
- To reflect our organisational mission, vision, values and core beliefs through our marketing materials.
- Deliver 'hands on' marketing activity across the FutureEverything projects.
- Ensure communications outputs are delivered on time and on budget.
- Bring an imaginative and entrepreneurial approach to delivering project-related campaigns.

General

- To attend weekly team meetings and ensure an up to date knowledge of other people's roles and capacity.
- To attend key networking and industry events when possible.
- To uphold and embody FutureEverything's company policies.
- To be an active member of the team, working closely with everyone else, feeding into and enhancing the creative approach of the company.
- To collect data from various sources to deliver progress reports at our quarterly board meetings.

Personal Specification

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



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Experience

- At least 5 years experience in working in a PR, marketing or communications role in the arts, design, or technology sectors
- Experience in delivering high quality copy and content across the arts, design, technology and public sectors and on various platforms
- An understanding and experience of brand management
- Demonstrable experience of managing communications campaigns to deliver targets, marketing/comms objectives and wider business goals
- Knowledge of national/international arts and cultural networks
- Experience of facilitating fundraising or audience development campaigns
- Experience of managing multiple marketing and communications campaigns simultaneously
- Experience building and maintaining relations with multiple partners and stakeholders
- Experience in working in a high pressured and fast moving environment

Skills and knowledge

Essential

- Experience using CMS Website system WordPress, and email marketing services such as MailChimp
- Excellent written and verbal communication skills with an ability to write effective, persuasive and interesting copy
- An in-depth understanding of social media and digital culture - including but not limited to Twitter, Facebook, Instagram, LinkedIn and YouTube
- Ability to spot trends and report using Google Analytics and social media insights
- Up to date knowledge or wide ranging marketing techniques
- Experience adapting tone of voice for different audiences e.g academic, general public, young people, stakeholders
- Ability to use SEO to increase website visibility
- Experience with Photoshop
- Strong planning and organisational skills including excellent attention to detail

Desired

- Experience with Adobe Creative Cloud e.g InDesign and other design/editing software tools



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- Experience in photography and video production - Content creation for social media, YouTube etc.
- 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 organisation

About FutureEverything

Established in Manchester, [FutureEverything](#) exists at the convergence of art, technology and society. As an award-winning arts organisation with a year-round programme of cultural activity, we've helped shape digital culture locally, nationally and internationally for over 25 years.

Through a curated programme of public artwork, cross-sector collaborations and digital debates, FutureEverything pushes creative boundaries and stimulates new ways of thinking, across a diverse range of sectors, disciplines and audiences. Taking an action-research, artist-led and human-centred approach, we're passionate about bringing people together to discover, share and experience new ideas for the future, creating opportunities to question and reflect on the world around us.

Our work is international from US, Qatar, Singapore to Europe, Russia and Taiwan, and we have worked with prestigious and exciting partners including British Council, Ars Electronica Linz, Onassis Foundation, Sonar, CTM and many more.

Our mission is to push creative boundaries across multiple disciplines, ask challenging questions, and connect wide-ranging audiences with current and future global issues.

Our vision is to spearhead positive societal change and pioneer critical cultural connections using art as a transformative tool.