

*Image credit: Out of the Deep Blue by Autin Dance Theatre, Now Northwich 2022 (c) XTRAX Arts*



# Communications and Development Manager

## Recruitment Pack

December 2022

### 1: Role summary

**Job Title:** Communications and Development Manager

**Salary:** £28,000- £30,000 per annum (dependent on experience)

**Hours of work:** Full-time (37.5 hour per week). Occasional evening and weekend work will be required.

**Responsible to:** Associate Director

**Responsible for:** Marketing and Projects Assistant

**Duration:** Permanent

**Location:** Manchester, UK (role is office based, with some homeworking possible).

Occasional UK travel will be required.

**Start date:** ASAP

**Visa Requirements:** If you are a non-British citizen, you'll need to have the right to live and work in the UK. We will request proof of your right to work before an offer of employment is made.

### 2: Who we are

Without Walls is a consortium of over 30 partners working together to create, develop and tour innovative new outdoor art. We commission outdoor shows of the highest quality that push the boundaries of what outdoor arts can be.

Our network of partners reaches across England from city to country to coastline. Many work in areas of low arts engagement and pioneer new forms of creative engagement with and for their communities. From the East End of London, to the banks of the River Tees in Stockton, the countryside of rural Cheshire, and on to town centres across the country – Without Walls' work finds audiences far and wide.

Without Walls is a National Portfolio Organisation of Arts Council England and recently had its funding confirmed for 2023-26.

Our staff team is made up of 13 people and the collaborative nature of our work means we want to work together in the office as much as possible. Applicants for the Communications and Development Manager role will therefore need to be based in or close to Manchester, or be willing to relocate.

#### **4: What we are looking for**

We are looking for an innovative and dynamic communications professional to join our team. You should have the skills and experience to devise and deliver high-impact marketing strategies for Without Walls, and to evaluate the success of these strategies.

Without Walls is a sector facing organisation and you will not be directly engaging audiences or working to ticket sales targets. Instead you will be required to come up with new approaches to engaging a varied range of professional audiences, partners and stakeholders. You should be a hands-on person with attention to detail who thrives using data and analytics, while also being comfortable working at a fast-pace and having the ability to think quickly and creatively.

While you'll need experience of arts marketing to do the role, we are also looking for someone with motivation and tenacity. Please don't be put off if you think you match some of the person specification but not all of it - we would like to hear from you if you think you can do the job, and we are willing to offer support and training to candidates with marketing experience who don't yet have hands on experience of fundraising.

#### **5: Diversity, Equity and Inclusion**

We are committed to diversity, equity and inclusion and aim to reflect and celebrate diversity in all aspects of our work. However, we recognise we should be doing much better than we currently are, particularly in relation to the diversity of our staff team.

We would be particularly interested in receiving applications from people who identify as Black, Asian and ethnically diverse, and people who identify as Deaf, disabled and neurodiverse.

If you identify as being from one of these groups and there is access support that will help your application, please let us know by emailing Sara Riccardi at [sara@xtrax.org.uk](mailto:sara@xtrax.org.uk). We will do what we can to help.

## 6: How to apply

If you would like to apply, please send us:

- Your CV. This should detail:
  - Your key skills
  - Employment or volunteer experience
  - Relevant education or vocational training

Please include two referees, one of which should be your current or most recent employer. They will not be approached until after the interviews and with permission from you.

- A cover letter telling us why you are interested in this position and how your skills and experience meet the needs of the role. This should be no longer than 2-pages of A4.
- A completed Equal Opportunities Monitoring Form. This will be separated from your application at the shortlisting stage, but it helps us to understand and improve who our advertisements are reaching. You can download the form [here](#). Completion of the form is voluntary.

We will accept a variety of formats for applications, such as audio or video files, that contain the information described above. Audio or video files should not be more than 10 minutes in length.

Please send your application to Sara Riccardi at [sara@xtrax.org.uk](mailto:sara@xtrax.org.uk) with the subject header 'Communications and Development Manager'.

If you wish to have an informal conversation about the role before applying, please contact Ralph Kennedy at [ralph@xtrax.org.uk](mailto:ralph@xtrax.org.uk).

The deadline for completed applications is 10am on **Monday 23 January**.

First round interviews will take place in the week commencing **Monday 30 January**, preferably in-person in Manchester. Travel expenses will be paid for candidates who are invited to the interview stage.

You can find out about some of the work we do at Without Walls [here](#).

## **7: Job description**

The main purpose of the role is to devise, oversee and deliver communications strategies that will promote the brand, values and activities of Without Walls, and to develop and implement fundraising and income generation strategies. The role is part of the Senior Management Team and works across the staff team and a range of external partners. The post-holder will be managed by the Associate Director and work closely with the Marketing and Development Sub-Committee of the Without Walls Board.

The post holder will:

### *Communications and Marketing*

- Devise and deliver Without Walls' communication strategy, ensuring this aligns with strategic objectives, budgets, and project plans
- Support the on-going development of the Without Walls website and social media channels
- Create and commission digital content, including newsletters and the Without Walls blog series
- Create and commission promotional and advocacy print materials, liaising with suppliers
- Be responsible for brand accreditation amongst Without Walls network partners and festivals
- Act as lead contact for external press agency and/or devise and deliver a press and communications plan

### *Management and Governance*

- Manage the Without Walls communications budget
- Service the Marketing and Development Sub-Committee of the Without Walls Board
- Supervise the work of the Marketing and Projects Assistant, ensuring that social media and digital activity is of an appropriate standard

### *Fundraising and Development*

- Manage delivery of fundraising activities, focusing on trusts and foundations and corporate sponsorship
- Support the development of income generation activities, such as training or membership

## **8: Person specification**

You will have been working in a comparable role for a minimum of three years and be able to show us your experience of the following: E = Essential, D = Desirable

### *Marketing and Communications*

- Contributing to the creation and delivery of an organisational communications and marketing strategy (E)
- Managing a communications and marketing budget to deliver cost effective and high-impact outputs and assets (E)
- Working with partners and stakeholders to produce shared communications and marketing outputs and assets (E)
- Delivering campaigns across online and offline channels, and measuring the success of these campaigns to inform future delivery (E)
- Working with external agencies and suppliers, managing the print production process from commission and design to sign off and publication (E)
- Using marketing databases and mailing lists to support communications and marketing campaigns (E)

### *Management and Governance*

- Management or supervision of a marketing or communications team, providing effective line management support and development to colleagues (D)
- Reporting to a board, management committee or similar (D)

### *Fundraising and Development*

- Fundraising from trusts and foundations or corporate sponsors (D)
- Experience of crowd funding or individual giving (D)
- Developing earned income through training or membership opportunities (D)

You may have a marketing or communication qualification and will be able to show us your knowledge of:

- GDPR and data privacy (E)
- Issues of equality and diversity and an understanding of how to create accessible marketing materials (E)
- The latest trends in gathering data and evaluation of this data (D)
- Current practice in the performing arts (D)

You are likely to have a mix of the following personal qualities:

- Ability to multitask, work at speed and be flexible while driving results
- Effective verbal and written communication skills
- Ability to work with a wide range of people at all levels within an organisation
- Energy, curiosity, and sustained good humour

*Image credit: Born to Protest by Joseph Toonga Dance Theatre, Brighton Festival 2022 (c) XTRAX Arts*

