

## Job Description

<b>Job Title:</b>	Communications & Audiences Manager
<b>Reporting to:</b>	Head of Business Services

### Vision, Mission, and Values

All British Ceramics Biennial team members work within the spirit of and contribute to the delivery of our vision, mission and core values.

### Our Vision

Making change through clay

### Our Mission

To develop, sustain and expand innovative ceramics practice and improve lives together with artists and creative communities

### Our Values – The Way We Work

- Bold
- Accountable
- Welcoming
- Significant
- Grounded
- Inclusive
- Connected
- Collaborative

### Job Purpose:

Through a proactive and innovative approach, manage the formulation and implementation of BCB's communications strategy to support the delivery of business plan objectives. Develop content, deliver campaigns and manage channels to support professional, timely and trusted communications which motivate, inspire and inform key stakeholders. Ensure the Biennial is proactively marketed to generate maximum audience and interest. Gather and analyse insight data to inform future delivery priorities for BCB.

### Responsibilities:

1. Manage, deliver and monitor engaging integrated and audience-led marketing campaigns and communications with national and international reach across all BCB activity and platforms.
2. Collaborate with senior leadership team to develop and implement an innovative communications strategy which identifies, defines and contributes to business planning objectives, including EDI, environmental and fundraising aims.
3. Provide professional support to the Chief Executive and other colleagues to effectively communicate key messages to both internal and external audiences, maximising the impact of engagement activities.
4. Take a proactive role and work with colleagues, trainees, volunteers and others to identify potential new partners and develop and implement creative marketing and communications approaches which reflect environmental aims, EDI objectives and diverse needs and interests, informed by participants, Advisory Network, insight and demographic data.
5. Lead on communications activity to reach Biennial visitor/engagement target numbers. Produce and manage broad distribution of informative and attractive content for the Biennial including information, signage and publicity materials.
6. Map BCB's key stakeholders, audiences and partners and shape communications activity to complement the requirements of each.
7. Deliver and manage copy production, briefing, design, advertising, filming/recording, photography, print, PR support and distribution of marketing materials and activities on time and on budget. Manage external suppliers so that they deliver a high-quality service on time which meets BCB's specific requirements.
8. Manage the communications budget and related invoice raising/processing, recording and reporting of financial information, ensuring that all activity is delivered on time and on budget.
9. Oversee and manage the website and all digital channels, ensuring that the content is current, easily-navigable and representative of BCB's work and successes. Manage production/inclusion of accessibility tools and features in communications content.
10. Effectively line manage and develop the Communications Assistant including agreeing work targets, agreeing TOIL/annual leave, holding productive 1:1s and agreeing personal development activity, ensuring that their skills and abilities are utilised to best effect.
11. Support recruitment and manage volunteers who work with the communications team, ensuring they have a positive experience and add value to BCB.
12. Work with the Head of Business Services to identify possible sources of external funding for communications projects and to appropriately acknowledge BCB funders in

- accordance with grant agreements. Oversee the accurate collation and provision of communications-related information for funders' monitoring and reporting requirements.
13. Take ownership of the BCB brand, ensuring that brand guidelines are in place and accurately followed. Champion and manage the use of the brand internally and externally to create the best possible image of BCB.
  14. Oversee the effective management of the info@ inbox and the effective running of the CRM system. Manage the collection, evaluation and dissemination of data for relevant BCB delivery and evaluation purposes and the utilisation of customer data for communications purposes and campaigns.
  15. Finalise and distribute press releases and manage the delivery of PR activity, with the aim of positively featuring stories about BCB and its successes. Develop and manage media partnerships and act as the first point of contact for media enquiries. Ensure PR campaigns are integrated with wider marketing and communications activity and that relevant colleagues are involved.
  16. Gather data and other intelligence through insight and engagement activities. Analyse that intelligence so that it can be used to inform future BCB delivery and communications/fundraising plans. In particular, gather and utilise insight data relating to equality and diversity and the demographics and specific needs of local communities.
  17. Work with the Head of Business Services to arrange and manage regular sessions to share demographic/social evidence and insight with BCB team and support use of evidence in BCB delivery.
  18. Monitor, evaluate and report on the effective delivery of campaigns and channels against objectives. Provide information for updating senior management team on progress and key performance indicators once per quarter.
  19. Stay up to date with social trends, digital and other communications developments, bringing ideas and opportunities to support the creation and delivery of innovative communications plans and campaigns. Recommend the right media, channels, production solutions and creative expression to achieve the best results.
  20. Develop and maintain positive working relationships with partners, funders and stakeholders and where appropriate, represent BCB at meetings and professional forums. Take a proactive role in the liaison with relevant partner organisations and networks within the sector.
  21. Provide expert advice to support senior managers and Board in crisis management situations. Manage the drafting of responses, event co-ordination and media liaison in any such circumstances.
  22. Working with the Chief Executive/Artistic Director and the Artistic Programme Manager, develop and manage press trips, launches, award presentation events and programme/project announcements. Manage invitation and RSVP process for key BCB events.

23. Oversee and manage communications access and environmental audits to evidence and broaden the impact of BCB's communications reach and reduce the environmental impact of communications activities.
24. Manage internal debriefs and commission evaluation and critical assessment reports for relevant activity including managing production, publication and sharing of evaluation and research summaries. In collaboration with Head of Business Services and other colleagues, manage the Biennial evaluation commissioning and act as a point of liaison for evaluation delivery contractor.
25. Ensure that all relevant legislation is observed in delivery of communications activity, including safeguarding, health & safety, Equality Act and UK GDPR compliance.
26. Lead on the development, delivery and staffing of an appropriate welcome/reception facility, as part of the British Ceramics Biennial programme and public events. Share responsibility with colleagues and the Biennial Operations Manager for the management and delivery of the British Ceramics Biennial programme and public events.
27. Share responsibility and work with the Head of Business Services to deliver communications-related elements of the Resource Reduction and Re-Use Strategy.
28. Disseminate learning and experience via relevant channels, including professional networks, conferences, events and case studies, to share best practice and raise the profile and reputation of BCB.

#### **General Requirements:**

- Contribute positively and work in accordance with BCB's culture, values, aims and objectives
- Work diligently to meet the requirements of this job description
- Always seek to continuously improve so that the highest quality standards are achieved
- Participate positively in internal/external events, meetings and training as required
- Positively participate in one to ones and appraisals
- Ensure that relevant policies, procedures and working practices are adhered to at all times
- Act as a positive ambassador for BCB
- Positively contribute to BCB's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Be flexible and willing to undertake any other duties that may be reasonably required
- Positively contribute to the evaluation of the impact of BCB programmes and other key business plan objectives.

NB: This job description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only and may be changed in consultation with the employee. As a general term of employment, BCB may affect any necessary change in job content, or may require the post holder to undertake other duties, provided that such changes are appropriate to the employee's remuneration and status.

In accordance with BCB's safeguarding procedures, this position requires a basic DBS check.  
I confirm that I have read and accept the duties and responsibilities contained in this job description.

**Name (Please print)**

**Signed**

**Dated**

## Person Specification

Qualifications	Essential	Desirable	Method of Assessment*
Graduate and/or professional marketing qualification such as CIM (relevant experience may compensate)	*		A, C
Willing to undertake further professional training to keep informed of best practice		*	I

Experience	Essential	Desirable	Method of Assessment*
At least two years' experience in a successful marketing and communications role	*		A, I
Organising and delivering complex information in a user-friendly format	*		A, I
Working to a budget and delivering against income targets	*		A, I
Setting and achieving deadlines, managing simultaneous tasks and objectives	*		A, I
Working positively as part of a team	*		A, I
Experience with and deep understanding of marketing processes and good practice	*		A, I
Producing successful marketing and communications plans and strategies	*		A, I, AT
Planning and delivering complex projects and solving problems as they arise	*		A, I
Working with a broad range of people, including those with limited previous exposure to creative practice and people impacted by complex and sensitive situations		*	I
Working effectively with colleagues, artists, volunteers and partners	*		I
Facilitation, compilation and production of communications research and evaluation outputs (including reports, films, audio and creative content)		*	I
Managing media enquiries		*	I

Knowledge & Skills	Essential	Desirable	Method of Assessment*
Ability to analyse, interpret and report on complex information	*		A, I, AT
Excellent verbal communication skills – able to engage others in an appropriate manner	*		I
Excellent written communication skills – able to produce high quality copy	*		A, I, AT
Deep understanding of marketing and communications processes and initiatives	*		A, I
Able to understand ceramic processes and communicate them effectively		*	I
Skilled at identifying and nurturing productive partnerships	*		I
Understanding of workplace health and safety requirements	*		I
Highly competent user of Microsoft Office and social media platforms	*		I
Competent using basic design software, content management systems and social media management platforms	*		I
Understanding of performance reporting (analytics) processes and evaluation uses	*		I
Understanding of UK GDPR, Data Protection and Equality Act regulations	*		I
Project management skills – able to manage multiple marketing and communications projects and achieve desired results	*		I

Personal Attributes	Essential	Desirable	Method of Assessment*
Good leadership style – coaching and developing team members	*		I
Able to work calmly and professionally under pressure	*		I
Team player – work efficiently and effectively with colleagues and associates	*		I
Appreciation of the need for equality of opportunity for all – able to tailor approach accordingly	*		I
Excellent attention to detail and accuracy	*		I, AT
Ability to use initiative, work independently and take ownership of teamwork actions	*		I
Enthusiasm for the work of BCB	*		I
Passion for marketing and communications	*		I
Creative flair balanced with analytical outlook	*		I
Able to multitask	*		I
Proactive approach, a self-starter	*		I
Operates with integrity and honesty at all times	*		I
Strongly identifies with BCB's core values and able to champion them	*		I

\* A – Application / C – Certificate / I – Interview / AT - Assessment Test