

**Communications & Projects Manager Application Pack 2024**

Welcome, andthank you for your interest. Creative Future is a wonderful small national charity that specialises in supporting creative people, artists, and communities who are underrepresented in mainstream culture and face barriers and inequality in opportunities. Our mission is to make the arts more diverse and representative of the world we live in. I joined the team as Chief Executive in September 2023.

We are excited to offer an opportunity for a new Communications & Projects Manager to join our team at Creative Future. In this role, you will play a crucial part in our mission to make the arts more diverse and representative of the world we live in. You will have the chance to build on the strong foundations already laid and share our ambition to further develop the quality, diversity, inclusion, and accessibility of Creative Future’s work. Your excellent communication skills and creativity will support our resilience and drive our future success.

We celebrate and nurture equity, diversity, and inclusion, and warmly encourage applications from candidates who bring backgrounds, perspectives and insights that are underrepresented in the arts and cultural sector.

We look forward to hearing from you, **Rose Kigwana, Chief Executive**

**Who we are**

Creative Future, established in 2007, is a national arts organisation and charity, and now an Arts Council England National Portfolio Organisation. Our work is focused on diversity; supporting creative people, underrepresented artists and communities facing barriers and inequality to opportunity. We are unique in the breadth of people we work with and the depth in which we work with them.

Our three most prevalent groups are people who experience mental health challenges, people of African and Asian heritage, global majority and LGBTQIA+ backgrounds. We also engage people from working-class backgrounds, with physical, sensory, invisible, learning disabilities, neurodivergence, substance misuse issues, and survivors. We follow an inclusive social model acknowledging intersectionality and multiple/compounded barriers—75% of those we work with identify with more than one of these, and 40% three or more. At the same time, since 2019, we’ve made significant efforts to engage with more participants from Black, Asian and Global Majority backgrounds.

We’ve supported 6,000+ talented people through:

* 500+ creative and professional development workshops
* 8 x Creative Future Writers’ Award competitions, including professional development and long-term support
* 1:1 bespoke creative/professional mentoring for 120 under-represented artists/writers
* Dozens of publications, resources, events/development days
* 5 year HERA partnership programme of inclusive arts and health artists support
* Cross-sector Thriving Communities social prescribing partnership

We’re leaders in our field, bridging the gap from the margins to the mainstream, and a catalyst for individual change. We are increasingly focusing our work on mental health and ethnic diversity, without losing sight of our mission to ensure people with complex, ignored, invisible needs aren’t excluded from opportunities.

**About the Role**

Creative Future seeks an experienced and motivated Communications & Projects Manager to co-create and deliver a robust communications strategy around our main projects and objectives and, help Creative Future communicate our vision and mission, and build awareness of our work to local and national audiences. This includes:

* A major annual campaign to promote entries to the Creative Future Writers’ Award.
* Major annual campaign to announce the winners and promote the winners’ showcase and Writers’ Day.
* Ongoing and seasonal campaigns to promote our national face-to-face and online creative workshop programme.
* Regular and ongoing amplification of opportunities for underrepresented creatives by our partners and other external organisations.
* Regular and ongoing celebration of our service users’ successes and impact.
* Regular ongoing promotion of our Arts & Health artists development programme.
* Develop our national profile, audiences, and reach through digital and online activities.
* Working with external press agencies and supporting the delivery of press campaigns.
* Supporting the delivery of our projects, workshops and events.

We are looking for a dynamic, creative, flexible, socially aware person who is comfortable working independently and within a team to help design and deliver a strong annual audience development and marketing plan to increase our profile and effectively articulate the story of our artists, service users, and the organisation.

**Key Responsibilities**

**Communications**

* Develop Creative Future's visual identity and produce design assets for cross-channel promotion.
* Develop key messaging for Creative Futures projects and the work of our partner organisations. Produce content that effectively communicates these projects and reaches our relevant communities.
* Produce monthly Creative Future e-newsletter and other e-newsletters as needed.
* Maintain, update and upgrade Creative Future’s website (WordPress).
* Create posters, signage, and graphics to promote Creative Future workshops, events, and projects that align with our branding guidelines.
* Manage time-sensitive campaigns, e.g. Creative Future Writers’ Award
* Refresh Creative Future’s video content.
* Provide bi-annual data analytics measuring our reach.
* Develop and implement brand guidelines for consistency and accessibility.
* Coordinating effective plans for distributing content, press and other PR-related activities.
* Analysing evaluation data and feedback to create qualitative and quantitative content and data to effectively communicate our work's impact.
* Manage our online bookshop sales and promotion.

**Social Media**

* Develop and deliver a digital strategy and social media marketing plan to grow Creative Future’s audiences and reach both a local and national audience.
* Ensure Creative Future’s social media channels are accessible and follow access guidelines.
* Manage Creative Future’s social media accounts and scheduling tools.
* Promote Creative Future activities via e-mail, social media and our website.
* Research and write copy for social media, focusing on the specific language and unique rules and tone of each platform.
* Develop and manage social media content plans, including promoting Creative Future’s artists and writers.
* Monitor social media direct messages, replies, and tags and respond appropriately.
* Update Creative Future’s monthly analytic figures across all social media channels.

**Partnership Working**

* Manage all aspects of Communications reporting in line with Arts Council England requirements, including Illuminate.
* Ensuring data sharing agreements are in place when working with external partners in line with the General Data Protection Regulation (GDPR).
* Research and update a list of key Creative Future promotional contacts, including for specific client groups/towns/services.
* Develop mutually beneficial relationships with marketing and communication officers at our key partner agencies and work with external partners to promote their opportunities for Creative Future service users.
* Collaborate with and build relationships with the communities and artists Creative Future supports and other community and cultural organisations to maximise opportunities for our participants and audiences and support the promotion of Creative Future opportunities/news.
* Maintain the Creative Future brand across all promotions, managing external and designer, photographer, and film-maker contracts to ensure projects are delivered successfully and on time.

**Projects & Event Management**

* With the wider team, support the design, planning, development, delivery and evaluation of our programmes and projects.
* With the Deputy Director and Administrator, organise, schedule, and support delivery of our face-to-face and online creative workshop programme. Liaise with venues and tutors, book dates, and promote them.
* Assist in the event planning and management of the Writers’ Award Showcase and Writer’s Day in 2024, and take the lead on event management from 2025 – including venue liaison, VIP invites & outreach, booking & liaising with speakers, readers, hosts and partners. Organise and support volunteers.

**Person Specification**

**Essential Skills & Experience**

* Minimum of three years’ experience in providing digital marketing, communications, and/or promotion in the arts & cultural and or charity sector, including increasing audiences and reach.
* At least one year experience of project, event and/or programme management experience in a arts & / cultural or charity setting.
* Experience of website content management systems.
* Proven skills in social media content creation and account management.
* Design experience in creating digital and print assets, preferably using Canva.
* Experience in creating, managing, and executing marketing campaigns.
* Experience in creating, managing and improving the reach of e-newsletters to targeted audiences using MailChimp
* Knowledge and experience of accessible digital marketing and communications.
* Knowledge and experience of online marketing channels, including tone and voice requirements for different platforms.
* Ability to work with and create text, image and video content.
* Project management skills and experience.
* Ability to work independently and in a team, meet deadlines and manage several projects simultaneously and accurately.
* Excellent verbal and communication skills and ability to communicate well with different audiences and communities.
* Knowledge and experience of using Wordpress
* Knowledge of Search Engine Optimisation, keyword research and Google Analytics.
* Strong ICT skills, including experience in using software such as Microsoft Word, Excel, Outlook.

**Desirable skills and experience**

* Knowledge of scheduling applications, Mailchimp, Canva (or InDesign).
* Knowledge of and an interest in the arts and cultural sector and willingness to keep up to date with developments in the cultural sector.
* Knowledge of and experience in creative writing and literature in the publishing industry.
* Experience of working with under-represented people and communities and people at risk of harm/ vulnerable people.
* Excellent copywriting skills.
* Analytics insight and experience in measuring and improving reach and impressions.
* Event management skills and experience.
* Knowledge of accessibility guidelines/best practice for online content.
* Experience of managing or using Customer Relationship Management systems (CRM)

**Creative Future staff are expected to:**

* Have a strong commitment to equal opportunities, inclusion, equity and diversity principles and to keeping their knowledge up to date in this area.
* Be empathetic and supportive to under-represented people, communities and adults at risk of harm/ vulnerable people.
* Be able to maintain and develop positive working relationships both internally and with external contacts, communities and partners.

**Terms & Conditions**

Salary: £30,750 per annum (full-time equivalent) pro rata (£18,450 actual).

Contract: Permanent, part-time (subject to ongoing funding).

Pension: Nest pension, 8% Employer contribution.

Hours: (0.6 full-time equivalent) 3 days / 24 hours per week, including some evening and weekend work.

Base: Hybrid - based at the Creative Future office in central Brighton at least one day per week (Tuesdays).

Leave: 28 days per annum pro-rata (16.8 actual), rising with service. Plus, bank holidays (pro-rata) and a discretionary office closure in December.

**How to apply**

If you would like to apply for the role of Communications & Projects Manager, then please complete the following steps:

* Provide an up-to-date Curriculum Vitae (CV) outlining your work experience, education and qualifications and include details of two referees.
* Provide a cover letter (maximum two pages) which refers to the person specification and outline how your experience and expertise makes you suitable for this role and why you feel passionate about joining us.
* complete an Equal Opportunities monitoring form, download from [here](https://www.creativefuture.org.uk/wp-content/uploads/2023/09/CF-Equal-Opps-Monitoring-Form-updated-Sept-2023-1-1.docx)

Please send your cover letter, CV and equal opportunities form to Louise Evans: info@creativefuture.org.uk - please write **Communications & Projects Manager** **Application** as the subject.

**Deadline:** 10 am Monday, 10 June 2024

**Interviews:** 18 June Community Base, Brighton

If you have been selected for an interview, you will receive an invite by Friday, 14 June.

Interview questions will be provided in advance to anyone invited for an interview.

If you wish to receive confirmation of your application, please state when you apply.

We would be happy to provide if you would like to submit your application in another format or require this application pack in a different format. Please contact Louise to discuss a suitable alternative.

You are encouraged to share any access requirements you may have for interviews in a separate cover note along with your application.

For an informal chat about the job role, please email Rose Kigwana, Chief Executive, rose@creativefuture.org.uk to arrange a time to speak.