



Developing Slough's creative future

Job Description

Job Title: Marketing and Communications Manager, HOME Slough

Salary: £22K - £24K pro rata, based on experience, plus 5% p.a. pension contributions.

Hours: 3 Days a week. Part time on a fixed term contract until 31 December 2021.

Holiday Entitlement: 25 days per annum, pro rata.

Closing date for applications: 5pm 8 January 2021

Interviews date: Last week January/ 1st week of February 2021, subject to confirmation

Reporting to: HOME Slough Director

Employer: Slough CVS (Lead Partner) on behalf of HOME Slough Consortium

Responsible for: Planning, managing and co-ordinating HOME Slough's marketing and communications programme, leading its efficient and effective execution throughout 2021

Start: Immediate start/as soon as practical

Place of Work: Based at HOME on the High Street, including remote working.

Introduction

[HOME Slough](#) is seeking an individual who is passionate about building strong communities, and who shares our vision of seeing more people in Slough enjoying and leading fantastic arts experiences across the town. This is a fantastic opportunity for an ambitious marketing and communications professional to build their career and make an important contribution to the delivery of our Creative People and Places Programme.

HOME Slough is about more people choosing, creating and taking part in brilliant art experiences in Slough. Our mission is to:

- Get more people to experience the arts
- Empower residents to make their own events happen
- Increase the range and quality of the art that comes to Slough and is made here
- Support the artists who are here
- Build partnerships with national and international organisations to help us
- Support the growth of the town's cultural infrastructure and shape its future.

Our aim is to revitalise the arts in Slough, providing new and innovative opportunities for people to both experience and express creativity. We support all types of creative activities, exhibitions, workshops and performances across theatre, film, dance, music, poetry and visual art. We want to make our town a more vibrant and creative place to live, work and visit. Our programme has three strands that inter-connected and each strand tests different ways in which the project will engage with the community.

- HOME on the High Street – a creative pop up space in the centre of the high street that we share with the community
- Festivals Development – supporting local Festival development through arts and culture
- HOME Foundations – building cultural capacity for communities and artists

We are an action research project which means we like to take risks, reflect on what worked and what didn't, gather evidence and share our learning widely. We are part of the [Creative People and Places Programme](#) initiated and funded by Arts Council England through the National Lottery. There are 33 independent projects, each located in an area where people have traditionally had fewer opportunities to get involved with the arts. Creative People and Places projects have reached over 1.2 million people, 90% of who do not regularly engage in the arts.

The Role of the Marketing and Communications Manager

You will work with the Programme's Director to raise the awareness and understanding of and engagement in HOME Slough's Programme to support attainment of its project goals. Specifically, you will be responsible for managing and co-ordinating the HOME Slough's marketing and communications programme and will lead its efficient and effective execution. This is a new role that reports direct to the Programme Director.

Responsibilities

The Communications and Marketing Manager will:

- Support the development of a **marketing and communications plan** for the programme (on-line, on-site and off-site), providing creative input and ideas to ensure the campaign impact, efficiency and effectiveness
- Co-ordinate the promotion of HOME Slough's events and activities, managing a calendar of activities and opportunities
- Undertake detailed ongoing analysis of marketing campaigns to ensure measurable and timely targets are met and evaluating the effectiveness of all marketing activity
- Effectively **promote the brand** externally through a range of media channels
- Brief and oversee work of collaborating artists, photographers, designers and printers
- Coordinate and order **promotional merchandise** and **print collateral** as required
- Prepare and project manage the **weekly newsletter** and other ad hoc internal comms
- Research and write copy and marketing collateral including brochures, flyers etc

- Research, prepare and distribute **Press Releases**, working with external agencies if required
- Identify news and media opportunities
- Develop key media contacts and manage incoming **media enquiries**
- Manage the day-to-day maintenance and updating of the **corporate website**, including content writing, design co-ordination, improvements and lead generation ideas
- Manage **social media channels** of the programme driving traffic to the website, including writing content for Twitter
- Monitor, track and report on the performance of the website and social media channels, using these **analytics** to drive improvements
- Manage **internal communications** relating to activities and events
- Manage additional marketing and communications campaigns, initiatives, and opportunities as they arise
- Support annual budget planning, manage the **marketing budget** and prepare quarterly reports
- Commit to Slough CVS' Equality and Diversity Policy.
- Undertake any other duties commensurate with these responsibilities as management may require from time to time.

Person Specification

Essential Experience, Skills and Abilities

- At least two years marketing/communications/PR experience, in house or in an agency planning, developing and implementing effective marketing communication campaigns
- Excellent verbal and written communication skills.
Excellent English and copywriting skills
- Excellent organisational and time-management skills
- Experience of the Adobe suite including photoshop and inDesign and website CMS (Django)
- Proficient in Word, Excel, PowerPoint, Outlook, One Drive and SharePoint
- Knowledge of Mailchimp, Survey Monkey and Hootsuite, and GDPR requirements
- The ability to develop and maintain strong collaborative relationships with a wide range of internal and external stakeholders to deliver outcomes.
- Good knowledge of media relations and social media, and of balancing proactive and reactive communications activity to deliver on strategic goals
- Exceptional attention to detail, even in highly ambiguous and fast paced environment
- Ability to prioritise and handle multiple assignments at any given time while maintaining commitment to deadlines
- Ability to think independently as well as working well within a team and with various key stakeholders
- Ability to react with appropriate levels of urgency to situations and events that require quick response or turnaround
- Flexibility and can-do attitude.

Diversity

It's important that our staff reflect the communities we serve so we take diversity seriously. Slough has a rich and diverse cultural identity which we want to promote and support in all areas of our work. Working with a range of individuals, we believe that access to a variety of personalities, skills and outlooks enables us to truly represent Slough's cultural identity. Whoever you are, whatever your background, you can play your part.

To apply please send the following information by email to enquiries@sloughcvs.org.uk by **5pm on 8 January 2021**.

- CV
- Covering letter, indicating how your experience and expertise match the role and what interests you about the role (max. 2 sides of A4)
- Two referees, one of which should be an employer, who you would be happy for us to contact before confirming any appointment (this would be after the interview)
- A completed [Equal Opportunities form](#)

We want to make all opportunities at HOME Slough accessible to anyone who wants to apply. If submitting a written application is not the best way to tell us about your skills and experience, please let us know and we will discuss your needs with you. We can accept your application in a variety of ways:

- Video
- Recorded audio
- Dictate your application to us over the phone

If you wish to apply in any of these ways, please contact us at enquiries@sloughcvs.org.uk before the application deadline.

If you would like to talk to someone before applying please send an email to enquiries@sloughcvs.org.uk and we will give you a call.

To keep us all safe and well during the COVID 19 situation online interviews will take place on Zoom.

All applicants will hear from us with the result of their application but unfortunately, we are not able to provide individual feedback if your application is not successful.