

PITZHANGER

MANOR & GALLERY

Communications Manager

Job Description

ROLE

To work with the Director to develop and deliver Pitzhanger Manor & Gallery Trust's (PMGT's) communications strategy to raise the profile of and awareness of Pitzhanger and attract visitors at this exciting moment as the Trust prepares to open to the public in March 2019 and beyond.

DUTIES AND RESPONSIBILITIES:

- To develop and deliver an effective communications strategy for press and marketing, addressing all of Pitzhanger's key audiences and supporting Pitzhanger's mission to inspire the public with great art, architecture and design.
- To articulate clear key messages across all media and draft inspiring, compelling and consistent communications materials
- To act as Pitzhanger's brand guardian ensuring consistency across all PMGT communications
- To develop and deliver successful, innovative marketing campaigns within budget
- To develop attractive and effective templates for all PMGT communication materials and manage the relationship with designers
- To manage the relationship with PMGT's PR advisers to increase PMGT's profile across the media, and with influencers and prospects. To set up appropriate systems for regular update of listings of Pitzhanger's events and activities
- To lead the development and management of the website to maximise its potential and effectiveness
- To creatively build PMGT's social media presence across all relevant channels through an innovative social media strategy
- To devise and implement effective systems for evaluation and review of the success of initiatives and communications against agreed KPIs; to commission suitable market research to inform strategic decisions
- To work with the team on the delivery of successful and unique events at opening and beyond to raise the profile of Pitzhanger
- To manage the Communications Officer and further build the team to deliver the communications strategy; leading, motivating and developing the team; promoting and embedding a can-do culture focused on achieving excellent standards and on collaborative working across the organisation;
- To work collaboratively with colleagues across the Trust, including visitor services, commercial activities, curatorial, learning & events and fundraising, to raise the profile of Pitzhanger's activities and generate public support and interest

- To identify and pursue creative opportunities to generate partnerships with commercial and cultural organisations that will enable PMGT to broaden its reach and increase its profile
- To plan the budget as part of the business planning process and managing the team budget so that the delivery of all activity is achieved within budget and demonstrates good value for money;
- To identify issues that could potentially damage the organisation's reputation and develop effective plans to address these risks
- To keep up to date on best practice within the sector generally.

Person Specification

- Educated to degree level or equivalent;
 - Considerable experience of delivering effective communications initiatives and managing PR campaigns
 - Excellent communication (written and oral), presentation and interpersonal skills
 - Pragmatic experience of delivering outstanding events
 - Experience of developing business plans, managing budgets and priorities and delivering value for money
 - Ability to work to and meet tight deadlines; strong planning and organisational skills
 - Ability to co-ordinate a wide variety of external organisations and to work with diverse local partners including community organisations and volunteers
 - A talent for working collaboratively and flexibly in a small but dedicated team, willing to perform varying functions depending on the shifting needs of the Trust as the team grows and the Trust prepares for the opening of Pitzhanger and beyond;
 - Innovative and creative with the ability to champion and test new initiatives and ways of working.
 - Demonstrable IT skills
 - Experience of managing staff
- Preferable: Suitable professional experience in arts organisation, museum, heritage or similar cultural organisations