

PITZHANGER

MANOR & GALLERY

Pitzhanger Manor & Gallery Trust Communications Manager

JOB DESCRIPTION

ROLE

Working with the Director to develop and deliver Pitzhanger Manor & Gallery Trust's (PMGT's) communications strategy to build the profile and awareness of Pitzhanger and its activities and attract new and diverse visitors (in person and online) as well as securing repeat visits. To manage Pitzhanger's profile.

DUTIES AND RESPONSIBILITIES

- To develop and deliver an effective communications strategy for press, PR 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 PMGT communication materials, on-brand, and manage the relationship with designers;
- To manage the relationship with PMGT's PR advisers to increase PMGT's profile across the media and broadcast, and with influencers and prospects. To set up appropriate systems for regular updating of listings of Pitzhanger's events and activities;
- To lead the development and management of the website to maximise its potential and effectiveness;
- Creatively to 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 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 of staff and volunteers; 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;

PITZHANGER

MANOR & GALLERY

- 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 keep oversight of all communications and marketing on site and ensure these are appropriate and impactful, up to date and in line with PMGT's Brand;
- To keep oversight of all external or public communications produced by other departments and ensure they are on-brand, on-message and communicated appropriately and in a timely fashion;
- To oversee management of the Communications database to ensure it is efficiently kept up to date, and to liaise with the Head of Development to ensure procedures are in place to comply with GDPR and other relevant legislation;
- To plan the communications budget as part of the business planning process; to manage 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.
- Be flexible and willing to take on such other suitable tasks and responsibilities as are appropriate for the role, as and when they arise.

Person Specification

- Considerable experience of delivering effective communications initiatives and managing marketing and PR campaigns;
- Excellent communication (written and oral), presentation and interpersonal skills, with great attention to detail;
- Good eye for impactful design;
- Pragmatic experience of delivering outstanding events;
- Numerate with 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 diverse external organisations and local partners including community organisations and volunteers;
- Team player with a talent for working collaboratively and flexibly in a small but dedicated team; adaptable and 'can-do', willing to perform varying functions depending on the shifting needs of the Trust as it grows;
- Innovative and creative with the ability to champion new initiatives, establish valuable collaborations and trial different ways of working;
- Demonstrable IT skills; enthusiasm for social media and interest to spot and adopt new technical opportunities;
- Self-starter with the ability use their initiative to deal with challenges arising, but also to take instruction where required;
- Experience of managing staff;
- Enthusiasm for heritage and the arts.

Deadline: 5pm Tuesday 16th August 2022 (see advert for more details)

PITZHANGER

MANOR & GALLERY

Hours: Full-time, 35 hours per week

From time-to-time attendance at certain events may be required, to be agreed in advance, outside ordinary working hours (eg breakfast or evening private views). No overtime will be paid for attending these events but time off in lieu will be given (to be agreed in advance with the Director)

Reports to: in the first instance to the Director: this may be reviewed as the organisation grows

Salary: £30,000 p.a.

Additional benefits: the role comes with certain additional benefits, including Pitzhanger contribution to a personal pension scheme, staff discounts in Pitzhanger's shop and two cafes, free attendance at certain Pitzhanger events: details can be provided upon enquiry.