**Communications Manager – Job Description**

Diverse City is looking for a tech-savvy individual who combines a love of digital, data and analytics with the creativity and imagination to lead an exciting Communications strategy.

**The Basics**

**Reports to**: Becky Chapman – Executive Director

**Location**: Flexible - regular co-work in Bristol with option to work from home office or co-workspace depending on location.   
Travel within the South West and London required.

**Working days/Salary**: Flexible 2.5 days per week, salary £14,400 (£28,800 pro rata).

**Pension:** Pension scheme enrolment after 3 months continuous employment and successful 3-month probationary period.

**Contract:** Part-time, fixed-term 12 months. Option to renew at 9 months.

**The Timeline**

**Closing date for Applications**: Sunday 28th April 2019

**Interviews**: Week commencing 6th May 2019, in Bristol.

**Start Date**: May/June 2019

**About Us**

**Diverse City is led by a team of passionate optimists, who believe everyone should have a home in the performing arts.**

Our dream is a world where all identities are respected and valued. Our purpose is to make great art for, with and by everybody, with extraordinary shows that represent the world as it actually is. Our mission is to change attitudes and access to who leads, makes and sees great art. We want to transform the lives of performers, audiences and communities.

In partnership with Cirque Bijou we run Extraordinary Bodies, the UK’s leading integrated professional circus company. Extraordinary Bodies Young Artists (EBYA) is our youth theatre and training company, based at Lighthouse Poole.

Diverse City is a charity registered in Dorset where the majority of our team is based, (in Poole, Swanage and Bridport). We are committed to flexible and inclusive working practices and the wider team works remotely across the South West in Bristol, Gloucestershire, Brighton and London. We tour our work regionally, nationally and internationally.

**About You**

You’re forward thinking, creative and all about strategy, planning and making things happen. You’re also flexible, adaptable and you have plenty of patience for systems and processes of a remote working team. You love data – and you love informing and energising those who maybe don’t! You’re up to scratch on all the latest analytics tools and enjoy pulling reports together to help us learn and guide our strategic thinking. You’re happy to work at a high level of autonomy but also enjoy collaborating with others.

**Your Responsibilities**

You’re responsible for developing and implementing Diverse City’s communications strategy in line with our business plan, and in collaboration with Diverse City artistic teams and Communications & Marketing Hub[[1]](#footnote-1). This includes driving marketing for shows, our youth company EBYA and training & events. You contribute to business plan updates and you manage a small core-marketing budget. With your keen eye for detail, you oversee our website and protect Diverse City’s brand across online and print formats.

**Your To Do List**

**Marketing Diverse City’s Core Creative Programme**

* Develop and implement Diverse City’s communications and marketing strategy.
* Drive the show communications and marketing, in collaboration with our partners.
* Collaborate with our partner, Cirque Bijou, on marketing Extraordinary Bodies.
* Work with CYP Producer to drive communications and marketing for Children & Young People’s Hub, including shows, membership recruitment, delivery of workshops and CYP success stories.
* Drive communications and marketing for training and events under the brand Doing Things Differently (our partnership with Bristol City Council) and in collaboration with the Training and Events producer.
* Collaborate with Diverse City’s Digital Hub, to deliver the Digital Strategy.
* Lead on Accessible Marketing across all hubs and with partners to include alternative print formats, accessible event resources and online BSL & AD provisions.

**Reporting & Tracking Impact**

* Quarterly updates against business plan targets; regular sharing of up to date digital analytics dashboard.
* Manage and report monthly on core marketing & website budget of £11,000.
* Oversee Diverse City’s websites: diversecity.org.uk & doingthingsdifferently.org.uk
* Support Diverse City’s wider team on income generation, crowdfunding, individual giving and online fundraising.
* Liaise with the Company Manager on CRM system to support marketing needs.

**We’d love to meet people who:**

* have experience in communications & marketing strategy and planning.
* are confident in digital analytics tools and enjoy understanding and sharing data.
* will hit the ground running on remote working systems (we use Slack, Dropbox, and Trello).
* love communicating and enjoy generating creative campaigns.
* have a creative eye and a strong attention to detail.
* enjoy a challenge and aren’t afraid to bring new ideas to the table.
* work under their own initiative and manage their workload.
* have experience of working in the arts & culture sector, (useful, though not essential).

**How to apply:**

If you think you are a good fit for the role, please send your application to [info@diversecity.org.uk](mailto:info@diversecity.org.uk) by **Sunday 28th April 2019**.

**Your application should include:**

1. Your CV (maximum 1 page A4) plus Names and contacts for 2 referees
2. A statement about yourself and how you fit this job role, either:
   * Written statement (maximum 1 page A4) or
   * Short video (maximum 3 minutes)

Please complete:

* [Equal Opportunities Monitoring Form](https://goo.gl/forms/rC2ojtvtaqXaXr7v1) (this will not be attached to your application).
* [Access Audit](https://goo.gl/forms/uEFDteN6CMq0EghE2) so we can arrange access requirements.

**Equality and Diversity**

Diverse City values representation and strives to promote equality and diversity at all levels. We welcome and actively seek applications from those currently underrepresented in our workforce and the arts community, particularly people of colour, and disabled people (as defined by the Equality Act 2010).

We will guarantee an interview to any D/deaf or disabled candidate who fulfils the minimum criteria for the role and we are open to proposals of ways this role might be undertaken if our proposed structure presents barriers to any applicant.

**Access**

If you have any specific access requirements please tell us what they are in the [Access Audit](https://goo.gl/forms/uEFDteN6CMq0EghE2) and whether you are registered for an Access to Work grant when you apply.

If you would like the Job Description in another format or if you need further information, please contact [info@diversecity.org.uk](mailto:info@diversecity.org.uk).

1. Diverse City Communications and Marketing Hub includes Diverse City Content Creator, Diverse City Communications Manager and Cirque Bijou Marketing Manager. [↑](#footnote-ref-1)