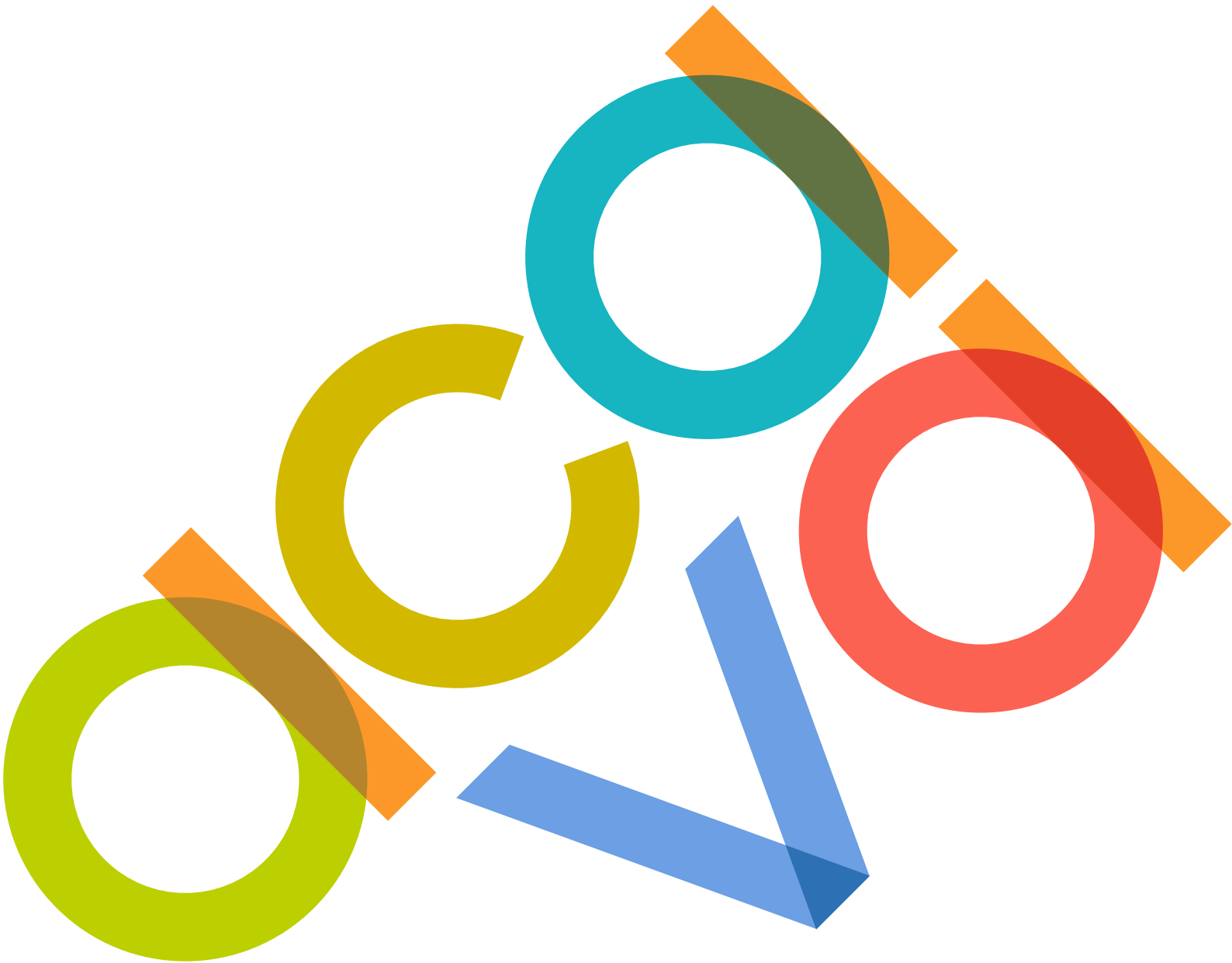


# Senior Communications Manager (maternity cover)

Application pack



# Welcome

Dear Applicant,

Thank you for your interest in the Senior Communications Manager (maternity cover) role at ACAVA. If successful, you will join a dynamic, progressive and growing organisation with a 50 year history as an important part of the national cultural infrastructure.

ACAVA's unique vision – Creativity with Social Purpose – guides our work at the intersection of creative practice, community and place. We are an ambitious team focused on diversification and growth, enjoy a great work culture and have recently joined Arts Council England's National Portfolio so it is an exciting moment to join us.

We welcome informal confidential conversations with potential candidates to discuss any queries you may have. If you would like to arrange a discussion, please contact us at: [recruitment@acava.org](mailto:recruitment@acava.org) in the first instance.

I very much look forward to receiving your application.

Tom Holley

CEO

ACAVA

ACAVA is looking to appoint a Senior Communications Manager, an interim position which will take on a proportion of the duties of the Head of Communication and Marketing while they are on parental leave from March to October 2024. We are open to this role being two or three days a week, on a temporary PAYE or freelance contract. This role will ensure the oversight and day-to-day running of our communications output, building our brand, growing our audiences and supporting the communications team.



Flying Angel Studios. Photo by ACAVA Shoots (Jason Garcia)

## Equality, diversity and inclusion

ACAVA is committed to equal opportunities, diversity and inclusion and we are keen to address imbalances in our workforce. We encourage applications from all races, religions, genders, countries of origin and sexual orientations.

We particularly encourage applications from disabled people and those from global majority backgrounds as these groups are underrepresented in our organisation.

A large print version of this document is available on request.

We also welcome video applications. You can read the 'How to apply' section on this pack for more information on how to apply by video.

If you have access requirements at any stage of the recruitment process, please contact the team at: [recruitment@acava.org](mailto:recruitment@acava.org).

## Job description

- **Job title:** Senior Communications Manager
- **Contract:** Temporary contract, PAYE or Freelance
- **Salary/fee:** £35k per year (pro rata for two or three days/week). Freelance rate negotiable.
- **Hours:** Two or three days/week, 9am-5.30pm
- **Dates:** Mid-March – October 2024
- **Benefits for PAYE:** Contributory pension, 22 days holiday per annum (pro rata for two or three days/week), bank holidays, birthday day off.
- **Reports to:** CEO
- **Manages:** Communications Manager, Digital Communications Assistant
- **Key internal relationships:** CEO, Communications Manager, Head of Operations, Head of Social Practice, Head of Fundraising, Interim Head of Professional Development, programming team, studios team.
- **Location:** Flexible working from home, co-working in central London and at various ACAVA sites as required.

## Purpose of the role

To lead the promotion of ACAVA's activities, raise its profile and support its business objectives. Working closely with the team you will deliver marketing and communications that engage our target audiences for studios, community programmes and professional development.



Cultivate Create, creative gardening project in North Kensington, London. Photo by ACAVA Shoots (Zute Lightfoot)

## **Key responsibilities**

- Maximise our public profile through communication and stakeholder initiatives.
- Oversee communications and marketing output to ensure ACAVA's activities are being supported and promoted efficiently.
- Lead and support communications team.
- Advise senior management team on any strategic communications matters.
- Contribute to organisational development ambitions including (but not limited to) funding applications, new business opportunities, policy development and stakeholder engagement activities.
- Deliver continued growth of audiences; digitally and for in-person events and programmes.
- Ensure ACAVA's brand guidelines and voice are adhered to internally and externally.
- Generate and deliver marketing campaign and content ideas.
- Copywriting, editing and approving content for a range of communication outputs with diverse audiences; including newsletters, website copy and business development documents.
- Commission photography and film content.
- Manage communications components of project budgets.
- Contribute to Board of Trustees and funders reports.

## **General**

- Support ACAVA's commitment to best practice including equality, diversity and inclusion in all our work.
- Positively engage in, and contribute to, an open collaborative working culture.
- Be an ambassador and advocate for ACAVA at all times.

## **Person specification**

### Essential

- Proven experience working at a senior level in communications and/or marketing and/or stakeholder engagement in the cultural or charity sectors.
- Demonstrable clear and persuasive writing skills for a variety of contexts.
- Ability to manage projects, including interpersonal relationships, timelines and budgets, with excellent communication, administrative and planning skills.
- Experienced in risk management and confident in advising senior colleagues on associated communications strategies.
- Excellent attention to detail, accuracy and proof reading.

- Journalistic eye for seeking out and writing interesting narratives.
- Excellent written, verbal and digital communication skills.
- Ability to think creatively and problem solve.
- Strong ability to build team-spirit in the workplace.
- Confident working independently and as part of a small team with limited resources.
- Excellent working knowledge of MS Office, creative software and tools. Understanding of website CMS, e-newsletter systems e.g. WordPress and Mailchimp.

#### Desirable

- Knowledge of the visual arts and/or creative regeneration contexts.
- A commitment to and appreciation of the needs of creative practitioners.
- Value creativity in society, health and wellbeing and placemaking.

## About ACAVA

ACAVA is a leading arts education charity that evolved from artist-led initiatives in the early 1970s. For 50 years we have been amongst the UK's most progressive affordable studio and workspace providers. With a portfolio of 15 studio buildings, exhibition spaces and workshops across eight London boroughs, one building in Essex and an industrial heritage site in Stoke-on-Trent we support a community of over 400 creative practitioners, cultural organisations and creative SMEs. A pioneer of delivering arts in health and wellbeing settings for over 30 years, we bring professional artists together with local communities in co-created programmes that explore art and creativity and deliver creative, social and economic value.

To learn more about us, please [visit our website here](#).

## How to apply

Please email the following to [recruitment@acava.org](mailto:recruitment@acava.org):

- Completed [Application Form](#), including answer to application question (maximum two sides of A4 with text at 12 point size) or WeTransfer link to a sound recording or video (maximum ten minutes).
- Up-to-date CV

We also encourage you to complete and return the [Equal Opportunities Monitoring Form](#). All information given to us on the monitoring form will be separated from the application documents on receipt and will be held separately and anonymously for monitoring purposes only.

We are only accepting applications by email for this post. If you have a disability that makes it difficult for you to provide us with information in this way, please call 0749 639 2136 for assistance.



Detail of Ian Gouldstone's studio, Borthwick Street Studios. Photo by ACAVA Shoots (Zute Lightfoot)



## Dates

**Please apply by 9am Monday 12 February 2024.**

Interviews will take place in the week beginning 12 or 19 February 2024.

If you have any access requirements, please let us know when you apply.

**Start date:** Week beginning 18 March 2024 (or as soon as possible after that).