

Job Description

Job Title: Interim Head of Communications (12-month fixed term contract)

Department: Communications, Barbican Centre

Grade: G

Location: Barbican Centre

Responsible to: Director for Audiences

Responsible for: Communications Team, Senior Communications Managers,
Manage External PR Consultants and Team Assistant

Purpose of Post

- Create strategic communications strategies and targeted media campaigns informed by a detailed knowledge of the Barbican and City of London's Business Plans and strategies, the UK and International media and wider arts landscape,
- Maintain and strengthen the Barbican's international reputation, build its profile and relationships with the Centre's various audiences and drive income generation by creating, developing and implementing corporate media and public relations plans (both proactive and reactive), using internal and external communication channels.
- Strategically lead the communications of the organisation, ensuring a joined-up approach to promoting the Barbican.
- Build profile and enhance the Barbican's image/brand with major stakeholders - particularly the City of London, other current funders, potential new funders and donors and commercial clients - to achieve maximum recognition, positive positioning and profile for our work and to help maintain and grow funding streams.
- Maintain an overview of all communications activity across the Centre and develop strategic collaborations with the marketing, audience experience, development and digital departments to grow the Barbican's brand and reputation among audiences, the media and stakeholders.
- Collaborate with key artistic partners. Including the London Symphony Orchestra and Royal Shakespeare Company. to maximise synergies in relationships and to position positively the Barbican's profile within these relationships.
- Lead the Communications team and manage with a facilitative and developmental approach.
- In collaboration with the People, Culture and Inclusion directorate, to lead internal communications creating campaigns and content that engage, inform and motivate our people.
- To champion and be active in supporting anti-racism work and equality, diversity and inclusion progress.
- To be an active member of the Barbican's Management Team, contributing fully to its strategic development and decision-making. If requested, attend and contribute to Board Meetings and lead drafting relevant papers as required.

Main Duties & Responsibilities

Communications Work:

1. Create clear and effective communications strategies and media plans to multiple timetables to build the brand, international status and profile of the Barbican, its CEO and Directors as well as all the artists and performers we work with. Lead in creating and delivering proactive corporate media campaigns. Maintaining an overview of Barbican-wide season announcements and campaigns as well as programme campaigns – balancing complex timelines and priorities, ensuring dovetailing with marketing activity to maximize impact and income. Shaping messages, negotiating with senior partners on content, handling information from different sources, targeting a range of audiences.
2. Provide expert advice on media, messaging or reputational communications areas to Directors, our art form heads and the wider Barbican staff. Includes briefing Directors on artistic/national/political/contentious issues with authority, during potentially high-scrutiny situations. Introduce senior managers to key members of the media and assist in the development of these relationships.
3. Be responsible for reputation and reputational risk management of the Barbican to minimize any business risk and maintain the profile of the Centre with accountability for communications within crisis management situations where reputational and business risks are likely to be involved. Responsible for managing Centre-wide reactive press enquiries and news issues.
4. Oversee the creation, development and roll out of the external affairs strategy for the Centre. Researching, consulting and working closely with the Directors, art form heads, Development, the Commercial division and City of London PRO to ensure maximum impact with the range of identified stakeholders.
5. Be an ambassador and spokesperson for the Barbican, helping to develop and retain important stakeholder relationships with the media and across the industry as well as play a key role in communicating with residents of the Barbican estate, the City of London Corporation and Barbican Centre Board.
6. Lead on the strategic planning of, and overseeing the operational co-ordination of high-profile PR events, liaising with other departments to ensure that events are the best possible value for money, and achieve maximum impact for the organisation.
7. In close collaboration, lead, create and manage an internal communications strategy for Barbican staff to help deliver our transformation programmes across sustainability, EDI, the Barbican Renewal programme and our new Artistic Vision. Overhaul internal communications to be more engaging and effective while measuring and evaluating your work.
8. With the support of the Central Communications team, oversee all corporate communications, publications and positioning papers – such as the Annual Report, change charters, strategic vision papers and responses to ‘calls for evidence’ and policy enquiries e.g. from DCMS, Arts Council and researchers as well as prepare all crisis management responses.

9. Responsible for the sign off a range of communications materials including press releases, lines against enquiry, resident communications, the Annual Report and website copy – demonstrating a very high level of written communication and responsibility of nuanced messaging.
10. Oversee the development of Barbican public policy and strategy research, ensuring it impacts and informs policy development as effectively as possible.

Management:

1. Lead the Communications team in an inclusive and supportive way while being proactive, strategic, and decisive. Manage the recruitment, development and performance of Communications staff and consultants, ensuring that they integrate successfully into their working project teams and through their work, disseminating a pan-Barbican message. Coach the Senior Communication Managers on their staff management, ensuring internal consistency, the correct application of people management procedures and appropriate prioritisation of workload in the department in line with departmental and divisional strategic goals.
2. Responsible for bidding, monitoring and allocating the circa £1m Communications departmental budget. Driving through efficiency savings, ensuring resources are distributed according to strategy, and ensuring the best value for money is obtained.
3. Take overarching responsibility for the Communications department budget in collaboration with the Finance team, including the planning, forecasting and provision of information and data as required, and allocating spend in accordance with agreed financial objectives and overall strategy in collaboration with colleagues. Prepare the overall annual budget bid for the communications team. Review and retender contracts as necessary and ensure Corporation processes are adhered to, in liaison with the City of London Procurement Service.
4. Comply with the City of London Financial Regulations and properly monitor and report budget outturn positions on a regular basis as required, including alerting the Line Manager and others as required of any significant budget variance in a timely manner and taking appropriate corrective action.
5. To be Barbican's main point of contact with the City of London Communications Team. Maintain a constructive relationship with them and other CoL departments as required, ensuring regular contribution to and profile within their communications. Understand and respond to City of London priorities in relation to Communications.
6. Develop and maintain professional relationships and networks with peers and relevant individuals in all sectors. Represent the Barbican in professional PR forums such as conferences and sector groups to grow and maintain the Barbican's reputation on national and international platforms.

7. Apply the Barbican's Code of Ethics to all Communications activities, working with Heads of Department and informing Directors of any potential reputational issues. Work closely with others on maintaining and updating the Programme risk register. Implement and advise strategies to minimize reputational risk.
8. Attend and regularly report to the Barbican Board, Barbican Management Team, Resident's meetings and deputise for the Director for Audiences where required.
9. Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
10. Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
11. To undertake any other duties that may reasonably be requested appropriate to the Grade.

Person Specification

Job Title: Head of Communications

Department: Communications

Grade: G

Trent Position number: 05E0015/002

DBS Criterion: No DBS

Security Vetting Criterion: No security vetting is required

Politically Restricted Post Criterion: This post is *not* politically restricted

Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (**A**), interview (**I**) or test (**T**) as indicated below.

Professional Qualifications / Relevant Education & Training

1. In depth knowledge of PR in a cultural environment (A, I)
2. In depth knowledge of internal communications strategies, methods, planning and execution (A, I, T)
3. Well networked amongst senior communications professionals particularly in the creative sector (A, I)
4. Highly skilled in both written and oral communications. Ranging from writing press materials, corporate copy and lines against enquiry, leading consultations, reporting to boards, leading large or complex meetings, representing the Barbican on a national and international platform, pitching to journalists, handling potentially difficult/reactive press enquiries. (A, I)
5. Proven excellent influencing and negotiating skills (A, I)
6. Proven ability to provide leadership to and management of highly skilled and experienced staff (A)
7. Able to make autonomous decisions under pressure. Excellent time management skills - able to balance and prioritise the demands of ongoing difficult issues on a high-volume workload. (A, I)
8. Good knowledge of the some of the following: performing / visual arts / cultural learning / commercial / architectural sectors (A)
9. Educated to degree level or have equivalent professional communications qualifications or equivalent experience (A)
10. People management training or qualifications or equivalent experience (A)

Experience Required

1. Self-motivated and able to represent Communications within the organisation and externally (A)

2. Substantial experience in a senior communications role for a national organisation, leading the development and implementation of complex, creative, and effective communications strategies and plans. (A, I)
3. First-hand experience of working in a creative and entrepreneurial environment, and with working directly with artists, creatives, board members and the senior management. (A, I)
4. Proven track record of policy development and leading internal communications (A, I)
5. Proven track record of leading large, multi-disciplinary teams (A)
6. Proven ability in effecting cross-organisational change (A, I)
7. Experience of developing and implementing wider organisational strategy (A, I)
8. Significant experience of managing messaging for a brand (A)
9. Understanding of all communications outlets, print, online, social etc (A)
10. Excellent communication skills with the ability to influence, build strong relationships and plan collaboratively across the organisation (A, I)
11. Experience of high-level internal and external stakeholder management (A, I)
12. A wide-ranging interest in the arts and an understanding of the key Comms challenges of the different art forms (A, I)
13. Financial acumen with experience of managing budgets and analysing key marketing statistics (A, I)
14. Experienced and skilled in handling reputational and crisis management situations. (A, I)

Other Relevant Information
(e.g. working hours if applicable)

1. Hours are 10am to 6pm Monday to Friday. This is a full-time post with some evening and weekend work required.

Recruitment – Note to Applicants

The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s) and experience. It is essential you address the criterion marked as (A) on your application form in the section for supporting information, this will be the minimum criteria for shortlisting.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.

Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

Contract

The position is offered on a fixed term basis for 12 months.

Salary

The salary range for this job is £66,190 - £75,010 per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

Pension

The pension scheme provided by the City of London is the Local Government Pension Scheme (LGPS). The LGPS is a public sector, statutory, funded, defined benefit pension scheme. Benefits are accrued based upon scheme member's salary and the length of time for which they are a member of the scheme.

You will automatically be admitted to the City of London Corporation's Pension Scheme. Member contributions are based upon the rate of pensionable pay received by the scheme member. Members contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary. Please see here for the [contribution bands](#). There is also an option to join the 50/50 section of the scheme where members pay half the contribution rate and accrue benefits at half the accrual rate.

The current employer contribution rate for the City of London is 21%.

Further details can be found on the national [LGPS website](#) and/or the [City's pension website](#).

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.

Hours of Work

Normal hours of work are 35 hours per week excluding lunch breaks, Monday to Friday, inclusive but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

Frequency and Method of Payment

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

Annual Leave

There is an entitlement of 28 days annual holiday plus Bank Holidays. There are subsequent increases to entitlement to annual holiday according to length of service.

Continuous Service

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

Probationary Period

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

Two months by either party after satisfactory completion of probationary period.

Learning and Employee Development

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

City Benefits

As an employee of the City Corporation, you have access to exclusive discounts and privileges through a combination of internal offers from our departments and an external service we have subscribed to from Reward Gateway.

Employee Volunteering Programme

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation

Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

barbican

We are London's
Creative Catalyst
for arts, curiosity
and enterprise



We spark creative possibilities and transformation for artists, audiences, and communities – to inspire, connect and provoke debate.

We are the place to be in this Destination City, where everyone is welcome. Our impact is felt far outside our walls and ripples beyond the experiences we offer – locally, nationally and internationally.

barbican.org.uk/values



The City of London Corporation is the founder and principal funder of the Barbican Centre