



Job Description

Job Title: Communications Manager – Theatre & Dance and Creative Collaboration

Department: Communications

Grade: D

Location: Barbican Centre

Responsible to: Senior Communications Manager – Arts Programming

Responsible for: Communications Officer, Communications Assistant

Purpose of Post

To support the Barbican's artistic, community and commercial objectives by maximising positive media coverage of and securing stakeholder support and advocacy for its ambitious and diverse artistic programme in the field of theatre & dance and creative collaboration, which includes related community and educational programming.

Main Duties & Responsibilities

1. Develop and deliver communications campaigns and activities, in close coordination with marketing and digital channels, to proactively promote the Barbican's theatre & dance and creative collaboration output, to maximise audiences and build and maintain the Barbican's reputation.
2. Maximise positive editorial news, preview and review coverage for the Barbican's theatre & dance and creative collaboration programming.
3. Manage (deliver or oversee) all aspects of relevant media campaigns including writing and distribution of media releases; sourcing and distributing images; setting up and running interviews, photo-calls and filming; issuing media invitations and tickets; preparing Q&As; organising and running media nights or similar events; arranging press trips; briefing spokespeople; administering press cuttings; campaign evaluations and maintaining relevant contacts on the media database.
4. Support the Senior Communications Manager – Arts Programming to ensure that theatre & dance and creative collaboration communications activities are integrated within wider cross-arts campaigns as required, and contribute to Barbican-wide communication initiatives.
5. Manage and develop a sub-team of Communications Officer(s) and Assistant(s).
6. Follow effective evaluation systems, and ensure that insights from evaluation are used to continuously improve strategies, plans and activities.

7. Oversee the handling of incoming enquiries relating to the Barbican's theatre & dance and creative collaboration programming in a prompt and helpful way, and on a roster basis provide out-of-hours cover for urgent press and stakeholder enquiries across the whole Communications Team.
8. Proactively identify and mitigate communications and reputational risks relating to the Barbican's theatre & dance and creative collaboration output, including external horizon-scanning for emerging issues that may need to be taken account of. Support the Senior Communications Manager – Arts Programming to prepare for and manage the handling of crises.
9. Build and maintain strong and collaborative relationships with internal stakeholders including theatre & dance, creative collaboration, operational departments, marketing, development, and others. Contribute to raising the profile of the Communications team across the Barbican.
10. Advise and brief internal colleagues and external spokespeople, positioning them as experts and cultural advocates within the media and arts sector.
11. Build and maintain strong and collaborative relationships as necessary with key external stakeholders including senior journalists and media stakeholders, artists, performers, curators, producers, resident and associate companies, PR agencies, freelance consultants, agents and record labels.
12. Represent the Barbican at events, attending out of office hours and/or away from the Barbican as required.
13. Research and analyse the constantly evolving, media, stakeholder and digital landscapes, and the evolving arts sector, using insights to inform communications strategies and plans.
14. Manage the budget for the theatre & dance and creative collaboration sub-team, to the extent delegated by the Senior Communications Manager – Arts Programming.
15. Ensure all communication is consistent with the Barbican's overarching narrative, brand guidelines and other key messages.
16. Support the Head of Communications and Senior Communications Manager – Arts Programming, by contributing to corporate and cross-arts communications strategies and plans, assisting with the wider management of the Communications Team, and by deputising as required.
17. Actively seek to implement the City of London Corporation'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.
18. Actively seek to implement the City of London Corporation's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
19. Undertake any other duties that may reasonably be requested appropriate to the grade.



20. To proactively promote high levels of conduct and professionalism amongst staff identifying and addressing any training needs as they arise.
21. To demonstrate a full understanding of the Purpose and Values and practices in line with business plans including the delivery of any related management plans involving supporting service excellence
22. 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.
23. 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.
24. To undertake any other duties that may reasonably be requested appropriate to the grade

Person Specification

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Department: Communications

Grade: D

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. Good knowledge of the theatre & dance and arts learning and education sector together with a good network of contacts within the arts and wider media. (A)
2. Ability to think strategically and ensure campaigns support the Barbican's artistic, commercial and educational goals and objectives. (A/I)
3. Strong understanding of communications techniques and tactics, including across media relations and stakeholder engagement. (A/I)
4. Strong political instincts, empathy for others, and ability to identify areas of sensitivity and potential reputational risk for the Barbican. (A/I)
5. Ability to manage and develop a small team of Communications Officer(s) and Assistant(s). (A/I)
6. Ability to evaluate communications campaigns against corporate objectives and use this to inform the development of activities for areas managed. (A/I)
7. Ability to innovate, identify opportunities for improvement, and respond to the constantly changing communications and artistic landscape. (A/I)
8. Excellent oral and presentation communication skills, with the ability to effectively pitch to journalists and provide communications advice to colleagues internally. (I)
9. Excellent written communications skills with the ability to write high quality engaging content for a range of online and print media, undertake editorial oversight for web and publications, and draft responses on sensitive issues or on matters where there is reputational risk. (A)
10. Excellent diplomacy, influencing and negotiating skills. (A/I)
11. Ability to develop protocols, systems, procedures and guidance for communications

activities. (A)

12. Sound financial skills with the ability to monitor and manage budgets. (A)

13. Knowledge of and ability to use communication systems and databases (A)

Experience Required

1. Experience of working in or delivering communications for the theatre & dance sector.

(A)

2. Experience of planning, delivering and evaluating high-profile, high-impact communications campaigns and activities. (A/I)

3. Experience of working within the theatre & dance and creative collaboration sector (or related sectors). (A)

4. Experience of working in a fast-paced and pressured environment, flexibly managing multiple tasks and prioritising effectively. (A/I)

5. Experience of front-line media handling, including pitching, briefing journalists and handling enquiries. (A/I)

6. Experience of managing and developing small teams of communications professionals. (A/I)

7. Experience of collaborating across different departments and organisations to deliver outcomes that meet the needs of all parties. (A/I)

8. Experience of budgeting. (A)

Other Relevant Information

1. This post involves some evening and weekend working on a roster basis.

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.



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.

Salary

The starting salary for this role is £42,750 - £47,620 per annum (inclusive of London Weighting).

This figure will be reviewed annually from 01 July in line with the pay award for other salaried staff within the City of London Corporation.

Contract

The position is offered on a permanent basis.

Hours of Work

Normal hours of work are on a rota, being 35 hours per week excluding lunch breaks, Monday to Sunday, 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 leave plus Bank Holidays. There are subsequent increases to entitlement to annual leave according to length of service.

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.

Pension

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

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.



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

One month 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.

Employee Volunteering Programme

Through its partnership and regeneration work, the City of London aims to contribute to the social and economic regeneration of the seven boroughs bordering the City: Camden, Hackney, Islington, Lambeth, Tower Hamlets and Westminster. These boroughs contain some of the most deprived neighbourhoods in the country.

The Employee Volunteering Programme, established in 2002 allows staff to volunteer their time, skills, knowledge, and expertise to benefit local residents whilst developing their own professional skills. All staff are given the opportunity, subject to line management agreement, to take 2 days of volunteering leave per year to enable them to do this.

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