

Marketing and Communications Manager for START: Thurrock Creative People and Places

Information for applicants



Sound Crowd. Jack Petchey's Perfect Pitch Grand Final



Singing Our Lives Choir Credit Rachel Cherry



Kipetika ROH silk commission hanging in the Backstage Centre



Rendered Retina



Marketing and Communications Manager, START: Thurrock (£27,000 to £30,000 FTE, dependent upon experience)

Part time, 0.6FTE, fixed term contract to 31st March 2025 based on 3 days per week
(contract may be extended subject to funding for future phases)

We are committed to supporting flexible working conditions and hours

Hours of work:

24 hours per week including a paid 30-minute lunch break. These hours can be delivered flexibly across the working week. Due to the nature of this role some evening and weekend work may be required.

Location:

CPP office in Grays plus outreach work as needed.
Hybrid remote working will also be possible.

Holiday: 25 days pro rata plus Bank Holidays
Benefits: employee pension contributions

For an informal discussion, please contact Katie Beadle via katie@st-art.org.uk

Closing date for applications: Midnight, Monday 22nd May 2023

We are working towards becoming a disability confident employer, if you identify as a disabled person and have specific access requirements then please let us know and we will make reasonable adjustments to support your needs.



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Part 1: About Us

Our new Creative People and Places (CPP) programme is START: Thurrock (Stronger Together Arts) through which our community will take the lead in creating a new story for Thurrock. START will energise our people in the forging of a confident new arts-led narrative post pandemic. With control held locally through our STARTer resident panels and inspired by our motto ‘By Thames to all peoples of the world’, we will form, write, tell and review our story over the next decade.

Hosted by Tilbury on the Thames Trust as lead organisation with support from Thurrock Council, Thurrock Lifestyle Solutions CIC, Thurrock CVS and the Royal Opera House as ‘custodians not controllers’, we cannot wait to start cultivating, showcasing and growing world class creativity in the heart of our communities!

About Creative People and Places

Creative People and Places is a national action learning programme funded by Arts Council England. It’s about more people taking the lead in choosing, creating and taking part in brilliant art experiences in the places where they live. It focuses on parts of the country where involvement in arts and culture is significantly below the national average. Creative People and Places programmes cover 56 local authority areas, including 11 entirely new areas announced in December 2021 – including Thurrock

About START: Thurrock CPP

START: Thurrock responds to low levels of engagement in arts and culture relative to the national picture. At 35.8%, this was the lowest level in the East of England region without a CPP in place. We want to increase this from 35.8% to 50% over 3 years (84,887 people) by facilitating public-led cultural programming through 7 action learning projects that develop place, develop cultural supply and demand, and increase quality and ambition by placing communities in the driving seat of cultural provision:

1. **Experiences:** Local action learning projects/activity led by community and creative sectors working together, and which leads to high-quality public engagement activity
2. **Inspiration:** Action learning outside Thurrock led by community and creative sectors, helping to raise artistic quality and ambition locally
3. **Front Cover:** Developing and Programming new cultural activities for Thurrock audiences to take place in well-known safe spaces
4. **Chapters:** Opening up meanwhile spaces and providing support for Thurrock creatives to deliver public engagement activity
5. **Table of Contents:** A central place to navigate Thurrock's cultural calendar and possibilities, supporting increased public involvement and enabling decision-making
6. **Thurrock Story:** Flagship cultural programme in prime places, created by and for Thurrock audiences and building from existing strengths
7. **Book Review:** Reviewing and presenting our story to a national audience as part of CPP peer learning and national evaluation.

About the START: Thurrock CPP Core Consortium



Tilbury on the Thames Trust (TTT) is the lead organisation for START. Initiated by local people in 2015, TTT now works closely with the Port of Tilbury, co-designing the future of Tilbury Cruise Terminal to blend community and commercial use. TTT is financially backed by the Port of Tilbury, which will extend corporate back-office functions to START CPP in-kind. We believe inclusion of a CPP within the Corporate Social Responsibility programme of a high-profile commercial partner is unique, potentially yielding fascinating lessons for national sector development and peer learning.



Thurrock CVS (Community and Voluntary Services) supports local organisations and community groups in Thurrock by working behind the scenes to ensure the long-term future of essential services delivered by the voluntary sector. Much of the work that TCVS does focuses on support, development work, capacity building, liaison, strategic partnerships, representation and advocacy.



Royal Opera House (ROH) represents our arts sector on the Core Consortium, providing recognised expertise in establishing cultural engagement programmes within Thurrock. The Learning and Participation Team will lead on START on behalf of ROH, supporting our core consortium to translate the artistic excellence and principles behind the [Thurrock Trailblazer](#) Cultural Catalogue into the START 'Table of Contents'.



Thurrock Lifestyle Solutions (TLS) CIC services Thurrock's disabled community via inclusion and offers invaluable experience in facilitating empowerment to shape service provision; 100% of their board identify as disabled. TLS also provides recognised expertise in social enterprise, having been listed 1st on the NatWest SE100 index for the East of England. TLS owns 5 residential properties, minibuses, an office and 7 locality buildings covering all Thurrock, supporting over 250 disabled people with 135 local support staff. START CPP will benefit from this infrastructure to engage disabled people, building on the connections already engaged.



thurrock.gov.uk

Thurrock Council will link our CPP to Thurrock's place-making programme including major regeneration initiatives such as Purfleet Media Village, borough cultural services including the library, museum and theatre, public health and wellbeing agendas, and regional initiatives such as the South East Creative Economy Network, Thames Estuary Production Corridor and the Towns Fund. This includes tying our CPP development to a collectively owned arts, culture and heritage strategy.

About Thurrock

Thurrock is located on the north shore of the River Thames, a short distance from the east of London, and Essex to the north and east. Thurrock's location includes towns and villages surrounded by acres of parks, countryside and heritage sites. Urban centres are a vibrant mix of established towns and new young communities, with a diverse and growing population of around 160,000 residents. Our location as the fulcrum of the Thames Estuary – Gateway to the Globe - underpins major investments in regeneration, infrastructure and industry.

Nationally significant cultural organisations and artists coexist with emerging creative practitioners and a vibrant amateur sector to develop talent and serve diverse audiences. High House Production Park is an international centre of creative and cultural excellence and learning. Our heritage assets and maritime industry connect to a global narrative of trade and migration. We are a nexus for Creative and Cultural Industries within the Thames Estuary Production Corridor, a sector which generates skilled jobs and productivity across the UK.

Part 2: About the Role

We are seeking a new Marketing and Communications Manager to join us at a watershed moment as we seek to translate our vision for a community-led START: Thurrock into reality. Your remit will be to oversee and implement our communications and marketing strategy, developing an online presence and overseeing the construction of a new website. This role sits at the heart of START: Thurrock, and plays a key role in developing our brand identity and connecting our work with a diverse range of audiences and participants to maximise our reach locally and nationally as part of the CPP network.

You will have marketing and budget management experience and the ability to deliver project outcomes working in true collaboration and partnership with the CPP delivery team.

We actively encourage people from a variety of backgrounds with different experiences, skills and stories to apply for this opportunity. We are able to accommodate flexible working hours and days.

Job Description

Job Title:	Marketing and Communications Manager, START: Thurrock
Reporting to:	START: Thurrock Creative Director
General purpose:	
<ul style="list-style-type: none"> • Working with the Creative Director, support the continued development of a robust and relevant audience development plan to support the START: Thurrock 2023-25 Business plan • Lead the delivery of and establish a marketing and communications strategy for START: Thurrock for its first 3 years, supporting the development of the plan in response to feedback as required • Oversee the continued development the new CPP website and social media channels to allow the effective implementation of the marketing strategy • Act as the START Thurrock Brand ‘Ambassador’, supporting a range of partners to use the brand in associated marketing and comms • Day-to-day responsibility for the marketing of START: Thurrock online, social and in print, under the direction of the Creative Director and working with the Engagement Producer and Programme Coordinator to meet the needs of key stakeholders, including budget control and contracting • Support the CPP delivery team to promote and evaluate an innovative and relevant community-led cultural programme, ensuring residents in Thurrock have access to opportunities to lead, create and experience fantastic art and culture • Raise the profile and community awareness of START: Thurrock. 	

Key responsibilities:
<u>Strategy</u>
<ul style="list-style-type: none"> • Working with the Creative Director, you will be responsible for the development and delivery of a robust and relevant communications and marketing strategy that supports our initial activities and longer-term strategic plans. • Working alongside the delivery team, you will be the organisation’s communications lead ensuring consistency, quality and effectiveness of our key messages both internally and externally across both digital and traditional channels. This will include supporting the core team in the planning and development of projects, ensuring that marketing and PR strategies

and protocol (use of hashtags etc) are incorporated into project planning as effectively as possible, and that creative opportunities to strengthen and grow them are fully exploited; considering how marketing can be used to support the evaluation of projects

Brand and Identity (in development May and June 2023)

- Lead the development of marketing materials that reflect the brand identity for START: Thurrock in line with the Creative People and Places initiative. This will include managing the design, production and delivery of all marketing materials for digital and print, ensuring that materials are of a consistently high quality and are appropriately branded to reflect the company ethos and identity.
- Ensure that brand and marketing materials are inclusive and reflect the diversity and voice of our communities.
- Work with the CPP delivery team and brand designers to research and trial the proposed brand assets, responding to community feedback to implement plans. Be a gatekeeper for ensuring consistency of our brand and identity.

Digital Presence

- Oversee the continued development and management of START: Thurrock's digital presence. This will include:
 - maintenance of the CPP website, optimising content, liaising with designers/developers and supporting the Programme Coordinator to maintain regular updates.
 - managing our social media platforms and all content, increasing audiences and engagement of our activities and ensuring an aligned approach across our programmes and projects.
 - managing a regular schedule of digital newsletters to communicate with our contacts and stakeholders, including gathering and creating regular content.
 - Overseeing the Programme Coordinator to ensure the contacts database is regularly updated and maintained, ensuring GDPR is adhered to and proactively developing key areas as needed.
 - responsibility for any rights clearances and approvals for use of branding and imagery with 3rd parties.
 - responsibility for ensuring images used have the correct permissions and credits as appropriate.
- For all digital activity, provide regular and accurate analytical data to support marketing and PR activity, as well as reporting to funders and stakeholders.

PR

- Develop PR programmes that promote engagement with START: Thurrock's activity, ensuring that the CPP has strong visibility across a range of media, and is properly credited where necessary.
- Liaise with key staff who represent START: Thurrock publicly ensuring clear and consistent organisational messaging.
- Grow and maintain a network of media contacts, devising and delivering press campaigns.

- Work with the CPP team to develop and maintain strong relationships with artists, companies, cultural organisations and local government to support the work of START: Thurrock CPP.

Evaluation and Monitoring

- Support the CPP delivery team to ensure the effective delivery of the START: Thurrock evaluation framework, including ensuring effective audience data is captured to allow reporting to funders.
- Support with Arts Council England data collection and evaluation in line with the requirements of the Creative People and Places project.
- Support the development and use of effective evaluation processes, sharing outcomes publicly and across a range of audiences and stakeholders.
- Support the Creative Director to play an active role within the Creative People and Place national evaluation framework, providing data on digital reach and engagement to support the Arts Council England CPP reporting framework.

Operational

- Source, liaise and oversee provision from external suppliers (which may include specialist consultants, technical support, designers and printers), ensuring best value and that work is completed satisfactorily.
- Effectively maintain, develop and archive all documentation (film, photography, press) of all projects, and to ensure that the quality of newly commissioned documentation is of a consistently high standard, is easily accessible, and is suitable for use across a range of documents.
- Consistently catalogue and promote all public endorsements of START: Thurrock's work across digital channels, including participant evaluation and feedback, client testimonials, media engagement/reviews, feedback via social media and more.
- To be responsible for managing and maintaining START: Thurrock's media archive, such as digitising old content, cataloguing new media (images and video), and ensuring that all media is up to date and easily accessible.
- Support the CPP delivery team to deliver a dynamic and exciting community-led arts programme in Thurrock in line with the START: Thurrock vision and Arts Council England Creative People and Places Programme.
- Build environmental sustainability into brand and asset development.

The Marketing and Communications Manager will carry out other reasonable duties, as requested by the Creative Director. The summary of key responsibilities above is a guide to the nature of the work required of this position.

Due to the nature of this role some evening and weekend work may be required.

Due to the nature of the CPP working remotely and hot desking at various Thurrock community and cultural spaces will be required.

Person Specification

Experience	
Essential	Desirable
<ul style="list-style-type: none"> • A proven track record in delivering effective marketing and communications strategies and campaigns in cultural or community contexts • Successfully planning and implementation of targeted marketing activity across all platforms. • Delivering communications using methods appropriate to a variety of audiences. • Recruiting talented individuals to support marketing campaigns • Managing projects budgets • Using web content management systems. • Database management and development. 	<ul style="list-style-type: none"> • Previous experience of working in or knowledge of Creative People and Place programmes • Marketing experience within arts/cultural sector. • Experience of working across multiple art forms • Experience of working with Thurrock communities • Experience of designing and delivering strategic audience development plans, that engage non-traditional audiences for culture
Skills	
Essential	Desirable
<ul style="list-style-type: none"> • Ability to select appropriate communications tools for each campaign and to implement effectively. • Ability to communicate detailed and potentially complex information clearly and courteously to a broad range of stakeholders. • Excellent and accurate standard of written and verbal communication. • Excellent negotiations and advocacy • Financial management skills and the ability to manage set budgets • Ability to broker and develop effective partnerships with a broad range of stakeholders 	<ul style="list-style-type: none"> • A professional marketing qualification e.g. CIM, CIPR. • Graphic design skills.

<ul style="list-style-type: none"> • Social media skills and ability to use these tools effectively within campaigns. • Skills in email marketing software e.g. Mailchimp • Analysis of quantitative and qualitative evaluation outcomes and dissemination of outcomes to a range of stakeholders in compelling and effective ways 	
Knowledge	
Essential	Desirable
<ul style="list-style-type: none"> • Understanding of aims and objectives of Creative People and Place projects • Understanding of copyright and waiver release for the use of imagery of people and design. 	<ul style="list-style-type: none"> • Knowledge of Thurrock and the Thames Estuary, including local entrepreneurial spirit • An in-depth knowledge of digital marketing and implications for its future development. • Access to networks relevant to the START: Thurrock CPP and our positioning along the Creative Estuary.
Personal Qualities	
Essential	Desirable
<ul style="list-style-type: none"> • The ability to think creatively, be adaptive and receptive to new ideas or ways of working and contribute to new ideas. This includes recognising and making use of new marketing opportunities. • The ability to handle conflicting priorities and the skills to rapidly respond to changing circumstances. • The ability to prioritise own workload and deliver projects to agreed deadlines. • The ability to work effectively as a key member of a small, highly creative and energetic core team. • Acts as a supportive team player and provides the team with regular feedback and updates. • Seeks ideas and input of colleagues to make best use of team expertise and improve team performance. • Creative and innovative thinker, including effective problem-solving skills 	

Part 3: Recruitment Process

Tilbury on the Thames Trust is committed to equality of opportunity and access for all. We recognise the positive value of diversity and promote equality. We welcome and encourage applications from everyone, irrespective of their age, gender, class, marital status, nationality, ethnic origin, disability, religious belief or sexual orientation or any other protected characteristics listed under the Equality Act.

We are committed to accommodating flexible working conditions, days and hours and encourage you to contact us if you have any questions about the requirements of the role.

To apply, please submit:

- A letter of application setting out why you are applying, your interest in the position, and how your skills and experience match the job description and person specification (maximum 1,000 words) **OR** equivalent video/audio submission that is no longer than 5 minutes
- Details of 2 referees, one being your current or most recent employer
- Your CV

Deadline for applications is midnight on Monday 22nd May 2023

Shortlisted applicants will be contacted by Monday 29th May 2023 and invited to interview

Interviews will take place on Thursday 1st June 2023 in Thurrock (venue to be confirmed).

If you would like to talk about the role, and to submit your application please email Katie Beadle via katie@st-art.org.uk