

NEW WRITING NORTH

New Writing North – Job Description

Job Information	
Job Title	Programme Manager (Skills and Engagement)
Location	Based at New Writing North's offices in Newcastle upon Tyne, delivering work across the North of Tyne area (Northumberland, Newcastle upon Tyne and North Tyneside)

Position in Organisation	
Reports to	Senior Programme Manager (Skills & Engagement)
Responsible for	Freelance project staff, volunteers and suppliers in relation to the postholder's projects
Budget accountability	Manage some project budgets as delegated by the Senior Programme Manager

Overall purpose of the job
<p>The Programme Manager will manage the marketing and delivery of a new creative skills offer for New Writing North (NWN).</p> <p>Supported by a Programme Assistant, the Programme Manager will ensure a high-quality creative skills programme is delivered in collaboration with partners, supporting strategies for income generation and audience development across the programme.</p> <p>The postholder will manage partnerships with publishers, FE/HE providers, and cultural sector partners and will support the achievement of NWN's strategy.</p>

Responsibilities and Duties		
1.	Planning	15%
2.	Resource Development	10%
3.	Partnerships	10%
4.	Marketing and Audience Development	25%
		20%

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5.	Event Management	10%
6.	Evaluation	1%
7.	Finance	5%
8.	Safeguarding	4%
9.	Line Management	

Duties required from each responsibility	
Responsibility #1 - Planning	
<ul style="list-style-type: none"> To support the commissioning of and manage the day-to-day delivery of the skills programme To ensure that all programme is high quality and delivered within NWN quality standards To ensure that all programme is responsive to the needs of audiences/participants and is delivered within NWN's Equality and Diversity principles To contribute to an annual plan and timelines for the delivery of the skills programme and ensure this is embedded within NWN's programme plan To engage with and build positive working relationships with partners, stakeholders, and freelancers With the Senior Programme Manager (Skills and Engagement) to identify opportunities to develop new and/or extend existing programme with partners, stakeholders and the NWN team To support NWN's programme planning processes. 	
Responsibility #2 - Resource Development	
<ul style="list-style-type: none"> To support a strategy for income generation that ensures the skills programme is embedded within NWN, has potential for growth and is sustainable long term To generate funding proposals with the support of the Senior Programme Manager to extend the activity generating ideas for trusts/foundations, membership schemes and other potential donor/sponsor investment To contribute to reporting on resource development activity as required. 	
Responsibility #3 - Partnerships	
<ul style="list-style-type: none"> To manage relationships with key partners and stakeholders including FE/HE and publishers. To source new partnerships with cultural, public, voluntary and private sector organisations that will support the achievement of and extend the programme's vision and aspiration 	

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- To support the Senior Manager to manage contracts and Service Level Agreements in place for the delivery of the programme.

Responsibility #4 - Marketing and Audience Development

- To deliver the marketing and communications strategy for the programme in liaison with colleagues ensuring that the programme is high profile and attracts audiences/participants
- To deliver the audience development strategy for the programme identifying audience (including those under-represented) ensuring reach and take-up of opportunities
- To contribute to the development of pricing strategies
- To produce content for the programme (including sourcing images, generating print and digital)
- To ensure that all marketing activity adheres to NWN's branding guidelines.

Responsibility #5 - Project and Event Management

- To undertake risk assessments in line with NWN's health and safety policy and legislation, reporting any issues
- To manage event bookings, set up and manage event listings and oversee communication with audiences/participants
- To source and book venues and/or digital delivery in liaison with reporting staff
- To plan staffing and delivery of events, in liaison with partners and freelancers
- To coordinate the production of event and programme content (in person and digital)
- To provide support at events (in person and digital) ensuring a professional and high-quality experience for audiences/participants
- To implement and manage a volunteering programme
- To support contracting of partners and freelancers to run events and programmes.

Responsibility #6 - Evaluation

- To implement the evaluation plan for NWN's skills offer overseeing data collection and qualitative monitoring and reporting in line with New Writing North's Data and Impact Strategy
- Lead the reporting of evaluation internally across the organisation and externally to stakeholders, partners and funders using New Writing North's CRM (Customer Relationship Management) and funder data collection systems.

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## Responsibility #7 - Finance

- To comply with internal controls and standards in the making of expenditure and receipt of income to the programme.

## Responsibility #8 - Safeguarding

- To ensure that best practice processes are in place across the skills programme in line with NWN policy and in liaison with the Senior Programme Manager (Participation and Young People)
- To ensure that all working on Skills programme and representing NWN, leading work with children, young people and adults at risk of harm are briefed on NWN's policy and procedures
- To undertake training as required.

## Responsibility #9 - Line Management

- To line manage some freelancers in agreement with the Senior Manager
- To manage the Volunteer programmes at New Writing North, supported by the Programme Assistant this will cover event delivery and community-based reading and writing programmes.

| Knowledge, experience and skills required to do the job |                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Area                                                    | Essential (required)                                                                                                                                                                                                                                                                                                         | Desirable (optional)                                                                                                                                                                                                                                                                            |
| Qualifications                                          | Real world experience that matches that level of knowledge required for this area of work.                                                                                                                                                                                                                                   | A degree in a relevant subject.                                                                                                                                                                                                                                                                 |
| Experience                                              | <p>At least two years in a role with a similar level of responsibility.</p> <p>Proven experience of planning and delivering programme in person and digitally and the processes required.</p> <p>Experience of copywriting and planning marketing strategies.</p> <p>Experience of developing and managing partnerships.</p> | <p>Experience of working in the cultural or education sectors.</p> <p>Proven experience in audience and/or resource development or an understanding of the processes required to fulfil the role.</p> <p>Experience of reporting to stakeholders.</p> <p>Experience of line managing staff.</p> |

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|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                  | Experience of managing multiple priorities.                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                          |
| Skills/knowledge | <p>Ability to work in a team and independently, contributing to the development of programme.</p> <p>Strong communication skills – written and verbal.</p> <p>Ability to support and motivate others.</p> <p>Ability to manage competing workloads.</p> <p>Strong planning and organisational skills.</p> <p>Confidence with Microsoft Office packages, social media apps and other communication tools.</p> |                                                                                                                                                                                                          |
| Other factors    | <p>An interest in contemporary literature and the cultural sector.</p> <p>A good knowledge of the north of England.</p>                                                                                                                                                                                                                                                                                      | <p>A desire to work within a small team of people and to contribute to a wide agenda of work and projects.</p> <p>Willingness to travel to achieve workload objectives.</p> <p>Full driving licence.</p> |

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