

NEW WRITING NORTH

Senior Marketing and Communications Manager, April 2024, full time

Salary: £29,501 - £40,035 (please note appointments are usually made at the start of the pay band), full-time

Could you be New Writing North's next Senior Marketing and Communications Manager? After 10 years, our current postholder is leaving for new adventures and their departure has created an opening.

We seek a full-time Senior Marketing and Communications Manager to join our small, busy and creative team at NWN. This is a great opportunity for someone with at least three years' experience in a similar role, who has an interest in contemporary literature and is looking to develop their career in the creative industries. It's an exciting time to join the organisation as we develop new audiences and work towards creating a Centre for Writing and Publishing in Newcastle upon Tyne.

This role is central to NWN providing marketing support across all of New Writing North's varied programme, including international literary prizes, young writers' groups, and festivals and events. You will also shape the marketing and communications and audience development strategic plans and, will work closely with colleagues from different programme teams developing relationships with audiences and stakeholders online.

The ideal candidate will have expertise in marketing and communications, and especially digital marketing and its potential for developing audiences. You will be a creative self-starter with a willingness to engage with audiences and to devise, test and evaluate new marketing initiatives.

About New Writing North

New Writing North is the literature development agency for the North of England, and an Arts Council England National Portfolio Organisation. We work in partnership with regional and national partners to produce a range of literary and performance activities including flagship projects such as the Northern Writers' Awards, Young Writers, the David Cohen Prize, the Gordon Burn Prize and Durham Book Festival.

We're a small organisation with a dedicated, creative team, supported by a great board of trustees. Based in Newcastle upon Tyne since 1996, we work to support writers and literature across the North of England. Please see the Information for Candidates section on our [Vacancies](#) page for more information about our work culture, holidays and benefits.

How to apply

Apply online via our website. To apply for the post you will be asked to upload:

- Your CV (no more than two pages)
- A supporting statement (no more than two pages)
- Details of two referees.

Your statement should outline why you're a suitable candidate for the post and how your skills and experience align with those detailed in the person specification. Please note that New Writing North uses a blind shortlisting process, so you will need to make sure your name does not appear on these documents.

We have an optional opportunity to meet some of the team before the deadline date. At this informal Zoom event you will be able to meet a couple of members the team, find out more about New Writing North's work and ask any questions you might have about the role.

Key dates

Meet the team event (optional): Tuesday 28th May 2024 on Zoom, 11am-12pm

Deadline for applications: by EOD, Wednesday 12th June 2024

Candidates notified of interview: by EOD, Friday 21st June 2024

Interviews: Friday 28th June 2024 in central Newcastle

Please note that applications received after EOD, Wednesday 12th June will not be considered.

Register for the Meet the Team session [here](#). If you can't make the meeting and have questions about the job, please contact Anna Disley, Executive Director via Anna@newwritingnorth.com.

Senior Marketing and Communications Manager
Job Description and Person Specification

Position in Organisation	
Reports to	Executive Director (Programme and Impact)
Team based in	Marketing and Communications
Key relationships with	Executive Team Fundraising and Development Director Senior Management Team
Responsible for	Digital and Design Manager Marketing and Communications Officer
Budget accountability	Budget responsibility for marketing budgets overall and some project specific budgets
Location	New Writing North Office, Newcastle Upon Tyne

Overall purpose of the job
<p>The Senior Marketing and Communications Manager develops and implements the Marketing and Communications and Audience Development Strategies for New Writing North. They build awareness of NWN’s brand and activities in order to achieve higher levels of engagement with the programme, to widen participation and to increase attendance.</p> <p>The post holder will be experienced in working with traditional print, digital media, films, social networking (including Facebook, X/Twitter, You Tube and Instagram), company websites, blogs, PR and press releases.</p> <p>The post holder also plays a leading role in sharing the impact of our work and creating communication strategies to support fundraising and stakeholder engagement and will support the Executive Team in public affairs and corporate communications initiatives.</p>

Responsibilities and Duties	
Responsibility	% time
1. Communications and Marketing	60%
2. Audiences and Data Analysis	25%
3. Branding	5%
4. Line Management of reporting staff and freelance contractors	5%
5. Corporate Communications	5%
Duties required from each Responsibility	
Responsibility #1 – Communications and Marketing	
<ul style="list-style-type: none"> • Development and implementation of NWN’s marketing and communications strategy • Development and implementation of NWN’s audience development strategy with key targets for goals, data gathering and analysis • With colleagues in the Senior Management Team, ensure that communications strategies are built into all of NWN’s project work and that all areas of our work adhere to our branding and design guidelines • With the Director of Fundraising and Development, ensure that marketing and communications and audience development strategies support NWN’s fundraising and development needs • Support the Executive Team with corporate communications and public affairs initiatives • Overseeing the writing, proofreading and/or editing of all NWN communications across all media including press releases 	

- Have oversight for the development and updates to NWN's website, creating content and commissioning content, working with the Digital and Design Manager to ensure that all web output is branded correctly and adheres to company values
- Recruit, commission, direct and manage the work of freelance press and PR consultants, filmmakers, designers and photographers to help achieve our objectives
- Commission and oversee the design and production of a variety of print and marketing materials ensuring that deadlines are met
- Work with partners to plan and deliver partnership objectives for identified projects and events
- Oversee the writing and content of all newsletters, bulletins and other external communications produced by NWN
- Deliver the social networking profile of the company including overseeing NWN's social media feed and updating other pages and profiles
- Ensure our marketing and communications activity is representative of the diversity of the communities we serve
- Evaluate media activity for specific projects and events reporting to stakeholders, colleagues and to NWN's board
- Contribute to New Writing North's general artistic planning as appropriate
- Act as NWN's spokesperson when appropriate across all media and to engage in appropriate regional and national networks to make connections for NWN and to promote our interests
- Create and manage marketing budgets and manage expenditure working within the parameters of the financial procedures.

Responsibility #2 – Audiences and Data Analysis

- Work with the Executive Director (Programme and Impact), Director of Fundraising and Development and Digital and Design Manager to collate relevant data from marketing and communications activities and to analyse, measure and benchmark data as required to assist with reporting to Arts Council England and to inform our company Audience Development Plan each year
- To lead audience development planning from a marketing and communications perspective and to contribute to broader company planning in this area
- To ensure that New Writing North's data capture methods are activated across our work and supported by marketing and communications activities
- Ensure that all of our legal and good practice standards in the area of data collection, usage and protection are up to date and understood across the organisation
- Work with the Digital and Design Manager to ensure that any software managing data is secure and up to date

Responsibility #3 - Branding

- Develop a cohesive approach to the branding of NWN's work in consultation with Executive Team and Senior Managers (including engagement activities, live events, writers' awards, development and skills programmes, newsletters and annual reports)
- Ensure all funders are well represented in NWN's branding
- Communicate NWN's branding guidelines across the organisation
- Support other staff members to ensure that branding is taken into consideration when materials and publications are produced
- Sign-off marketing outputs and print from projects to ensure high quality copy and that branding is adhered to.

Responsibility #4 - Line Management of reporting staff and freelance contractors

- Identify and communicate with reporting staff members the tasks and responsibilities they are employed to deliver

- To undertake a monthly one to one meeting and annual appraisal with direct reporting staff
- Oversee the coordination, costing and selection of suppliers for marketing and communication commissions and contracts with consideration to environmental sustainability
- Lead the recruitment of freelance staff and contractors adhering to company policy on recruitment, selection and procurement, also ensuring contracts and agreements are in place.

Knowledge, experience and skills required to do job		
Area	Essential (required)	Desirable (optional)
Qualifications	A degree level qualification or equivalent skills and experience to match that level of knowledge.	A qualification (e.g. Certificate) from the Chartered Institute of Marketing or PR.
Experience	<p>At least 3-5 years in a marketing role for an arts/ literary organisation or in a transferable context</p> <p>A proven specialism in either public relations or marketing, demonstrated by a strong track record of work and/or employment</p> <p>Experience of building and maintaining partnerships.</p>	<p>Experience of working in a literary, publishing or arts environment</p> <p>Experience of working on partnership projects.</p>
Skills or knowledge	<p>Ability to work as part of a creative team of people and to contribute to a wide range of work and ideas</p> <p>Effective communication skills</p> <p>Ability to self-motivate and to motivate and manage others</p> <p>Ability to work independently and manage competing workloads</p> <p>Strong planning and organisational skills</p> <p>Ability to originate media friendly stories and ideas</p>	Good understanding of Arts Council England’s objectives for Audience Development and data capture.

	<p>High quality copy writing skills and experience of writing copy for a range of contexts from newsletters and websites to press releases and brochures</p> <p>Highly developed social media skills and experience</p> <p>Strong copyediting and editorial skills and experience</p> <p>Budgeting and negotiating skills and confidence</p> <p>Technical ability and confidence with Microsoft Office, databases, social media apps and other communication tools.</p>	
Other factors	<p>Great press and media contacts and knowledge</p> <p>An interest in contemporary literature and the arts</p> <p>A good knowledge of the north of England.</p>	Willingness to travel across the North when necessary.

Other factors to consider

NWN is interested in hearing from candidates who have

- A good working knowledge of the north of England
- A desire to work within a small team of people and to contribute to a wide agenda of work and projects