Job Description: Campaigns & Communications Officer FTC

At Bishopsgate Institute, the Campaigns team covers marketing, PR, communications, digital and social media, internal communications and audience engagement.

The Campaigns team manages this across the whole public programme and venue hire business and comprises the Interim Campaigns Manager, the Campaigns & Communications Officer and the Digital Engagement Officer. The Audiences & Communications Lead is the senior team lead on this area.

Role description

Date of Review:	May 2022
Job Title:	Campaigns & Communications Officer
Grade:	Officer
Hours:	Full-time (35 hours / week) - the role requires you to be available to work any day or evening over the 7-day period.
Contract:	Fixed Term Contract (FTC) to 31 March 2023[1]
Salary range:	Circa £27k per annum
Reporting to:	Interim Campaigns Manager
Peers:	Digital Engagement Officer Box Office & Front of House Coordinator Performing Arts Programmer Learning Programme Coordinator Event Planners

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[1] With the possibility of extension

Budget holder: No

Probation: 3 months

Role purpose:

The Campaigns & Communications Officer will ensure that the communications and marketing strategy is implemented across the organisation to build brand awareness, and increase reach and engagement. The post holder will have exceptional communication and organisational skills with a keen eye for detail.

Bishopsgate Institute is developing "pull" campaigns as well as continuing our "push" activity, by which we mean growing our brand and content strategy as well as promoting individual activities. Campaigns and Communications activity covers both the Institute's public programme and the venue hire business.

Key deliverables:

1. Responsible for the day-to-day management and maintenance of Bishopsgate Institute's website, including making edits and creating new content.

2. Work with our external website agency to deliver development projects, and oversee the process to resolve issues.

3. Co-ordinate the regular upload of course and event information across the website, ticketing systems and other channels.

4. Follow the Institute's tone of voice and visual identity in all external copy and communications, ensuring everything is proofread and checked before publishing.

5. Oversee and co-ordinate all components of the agreed content planner, meeting milestones and deadlines across print, digital, social and other channels to the agreed budget and providing regular reporting.

6. Proactive development and maintenance of a coherent, easy-to-use and up-to-date asset bank (photos, scans of archival items, video and audio content etc) including credits, permissions and a log of usage.

7. Co-ordinate the work of freelancers and external suppliers, ensuring all pieces of design, photography, copy writing or content creation work are briefed clearly (including tone of voice and visual identity requirements), fees and deadlines agreed and met, and final artwork or content is signed off.

8. Co-ordinate the production of agreed multimedia content (e.g. behind-the-scenes films, trailers, podcasts) ensuring all permissions and rights are secured and logged.

9. Co-ordinate all print and wayfinding signage throughout the Institute and ensure it is accurate, compelling, up-to-date and refreshed regularly.

10. Active engagement with our visitors, guests and audiences at agreed events, including implementing agreed evaluation and insight projects, staffing promotional material stands and encouraging donations.

11. Regular reporting to the Interim Campaigns Manager on the status of projects, including within the content plan, and on audience insight and evaluation feedback.

General requirements

- Proactively collaborate with all staff to ensure the best possible levels of seamless service and quality to our customers

- Contribute to an improved level of organisational engagement through positive role modelling, communication and behaviour at all times

- Champion and epitomise the Institute's core competency behaviours

- Attend relevant training in order to fulfil the requirements of the job and undergo supervision and annual reviews

- Comply with and implement all organisational policies and procedures as required

- Work flexibly and responsibly to effectively manage workload and ensure the provision of a 7-day-per-week service to the public as required

- Dress and present yourself appropriately as the professional needs of the Institute require

This job description covers the current range of duties and will be reviewed from time to time. It is the Institute's aim to reach agreement on changes, but if agreement is not possible, the Institute reserves the right to change this job description.

Person specification

1.1 A high level of skill in managing and maintaining website CMS and CRM systems, box office systems (preferably Spektrix), Google Analytics and other digital and social media marketing tools.

1.2 Confidence in managing data protection appropriately (GDPR)

1.3 Demonstrable experience of planning, developing and contributing creatively in a marketing or campaigns environment

1.4 Excellent written and verbal communication skills, including copy writing, and ability to deliver required tone of voice consistently

1.5 Confidence and demonstrable skill working with multiple internal stakeholders simultaneously to achieve project outcomes

1.6 Exceptional time management skills and ability to work under pressure, able to prioritise, multi-task and successfully juggle a variety of projects, campaigns and challenges simultaneously

1.7 A passion for the mission and ethos of the Institute and its work, and the ability to advocate for that within and beyond the Institute.

1.8 Strong interpersonal skills and the proven ability to work as part of a team

1.9 Ability to communicate across all levels of the Institute and with external contacts

Bishopsgate Institute Competency Framework

At Bishopsgate Institute we use a competency-based approach to staff recruitment, performance review and development. The Framework underpins the culture of the organisation and adds to what we do to enable us to reach our potential both as individuals and as an organisation.

The selection process we use is designed to test each applicant's skills, expertise, knowledge and their ability to demonstrate how they meet the competency framework.

All competencies apply to **all** roles:

Performance	**Insight**	**Engagement & Inspiring Others**
• Accountability • Delivering Performance • Alignment & Planning • Learning & Change	• Breadth of Perspective • Making Effective Judgements • Applying Specialist Knowledge • Customer & Audience Awareness	• Working Collaboratively • Communicating & Influencing • Empowering Leadership

There are different levels within each that apply to each grade or level of role in the organisation:

- o Assistants, Administrators, Officers – *all non-management level staff.*
- o Managers/ Specialists – *all staff that line manage one or more members of staff or are defined in their job role as a 'Specialist'*.
- o Senior Managers/Specialists – *the Chief Executive, Heads and Senior Specialists*.

The competencies relate to certain key abilities that we should be able to demonstrate in the way we carry out our jobs. While objectives are concerned with *what* we achieve in terms of tangible results or 'outputs' and 'outcomes', these competencies look more at *how* we carry out our work - for example how much initiative we demonstrate; how well we work with others; how good our communication skills are; how well we organise our work.

Most of the core competencies could relate to a person doing any job of a comparable level/grade, regardless of the particular functional or technical expertise and skill that is required.

Although no-one is expected to demonstrate the competencies that do not apply to their job, staff need to think laterally and creatively about whether they apply. For example, if your role is to support other staff in the organisation, you may not feel that you directly support the public. However, if you think hard enough you will likely be able to see that by supporting your colleagues in other departments you indirectly do support the public and what you do in that regard is very important.

Please refer to the full Competency Framework document as part of the pack of information for candidates or, once in post, ask your line manage for a copy.