

Job title:	Head of Communications and Audience Development
Contract:	Full time; permanent
Reporting to:	Director / Chief Executive
Line Reports:	Digital Sales Coordinator
Hours:	35 hours per week. Some evening and weekend work will be required at times during the year.
Salary:	From £30,000 pa (dependent on experience)

The Charleston Trust

Charleston is a seventeenth century Sussex farmhouse that from 1916 was the house of two of the most important and influential British artists of the twentieth century - Vanessa Bell and Duncan Grant. Their uniquely decorated home became the country retreat of a group of individuals known as the Bloomsbury group which included Vanessa Bell's sister Virginia Woolf, the economist John Maynard Keynes and critics Roger Fry and Clive Bell. Writers Lytton Strachey, TS Eliot and EM Forster were regular visitors.

Today, Charleston is a thriving house museum. The Charleston Trust which runs it is internationally renowned for the way it uses the house, collection and intellectual legacy of Bloomsbury as the catalyst for creativity, discussion and debate. It receives no public funding to support its running costs and each year is entirely dependent on self-generated income. Charleston runs an extensive annual public programme which includes talks, seminars and workshops as well as the popular Charleston Festival in May and the short story festival *Small Wonder* in September. In September 2018, Charleston opened a destination restaurant and a multi-function auditorium in two Grade II listed barns and a suite of five galleries in a new building designed by Jamie Fobert which holds a year-round programme of exhibitions.

Main purpose of role:

To strategically lead the communications department managing all aspects of the external communications and marketing across the organisation. The Head of Communications and Audience Development works to ensure maximum exposure to enable the development of profile and audiences for Charleston, maximising ticket sales for exhibitions, house tours, events and festivals year round. The Head of Communications and Audience Development will promote Charleston as a world-class centre for arts, heritage and research to reach target audiences across the UK and beyond. Developing a broader audience is a key objective for the Trust and this new role will be central to achieving this objective.

Main tasks and responsibilities

- Take a strategic lead to devise and implement a communications strategy across all areas of the organisation's businesses.
- Take a strategic lead to devise and implement marketing campaigns and strategy for Charleston's house, garden, exhibitions, events, shop, restaurant and festivals.
- Plan and manage high profile PR campaigns for Charleston's activities including media events and exhibition launches.
- Work in consultation with the audience development strategy on the promotion of activities to our key focus groups and monitoring the impact of marketing to them; be creative and innovative in finding to attract and engage new audiences.
- Work with the Head of Collections, Exhibitions and Research to test and develop exhibition ideas to attract media interest and targeted audiences.
- Work with the Head of Operations and Visitor Experience to develop expertise and insight into the demographics and motivations of audiences; constantly monitor and improve communications strategy as audience knowledge grows.
- Develop and maintain relationships with local, regional and national press and media contacts working with external consultants where required; manage all press related issues - interview requests, press tickets, copy and photo requests. Liaise with Charleston's photographers on images to be used for communication purposes.
- To monitor and evaluate all media coverage achieved throughout the year providing reports to the Senior Management Team and Board of Trustees as appropriate.
- To work collaboratively and in partnership with a range of other arts organisations, particularly Culture East Sussex partners, to attract new audiences and ensuring a joint approach for 'place making'. Use Charleston's international reputation as a driving force for international tourism to the South East.
- Work with the Operations, Enterprise and Public Programme teams on Charleston online ticketing system covering visitor tickets, memberships and Festival tickets.
- To manage and monitor the distribution of marketing materials and in-house via mailing lists, ensuring the database is well maintained and developed in line with new Data Protection regulations (GDPR).
- To take an organisation-wide lead on branding and communication.
- To ensure Charleston is represented within local, regional and national tourism strategies and to maintain and enhance its profile as a key destination in the South East.
- To co-ordinate advertising opportunities and placing adverts in the press - local, regional, national and specialist publications for Charleston's activities.
- To generate and oversee content for Charleston's website and ensure clear, accurate and interesting information of all areas of the Trust's activities.
- To initiate and develop e-marketing and social media strategies, ensuring a consistent and strategic approach across all social media channels.
- To provide clear direction and support for a Communications department by setting departmental and individual objectives and work plans.
- To take responsibility for the training and supervising of interns, volunteers, freelancers and trainees when necessary. You will be required to support, supervise and mentor any individuals involved in marketing activity.

- To line manage communications staff and freelance project workers to deliver projects to a high standard and in a timely manner.
- To represent the department at Senior Management Team and Board meetings as appropriate, and input into strategic development of the organisation as an integral part of Charleston's future development.
- To manage and monitor the communications and marketing budget, to set project budgets, monitor expenditure and income against agreed targets.

Person Specification

Essential skills and experience

- Significant senior experience in a marketing, audience development and communications role.
- The ability to develop and share stories to attract media coverage, online audiences and create excitement about Charleston.
- A proven track record in developing, implementing, and maintaining an effective communication strategy that resulted in sustained national press coverage.
- An understanding of current trends and communications channels for different audience demographics.
- A thorough strategic and working understanding of both traditional and digital media.
- Ability to network and form contacts with press, other arts and cultural organisations and individual suppliers. A proven history of developing and maintaining positive professional relationships with the media.
- Good knowledge and understandings of the particular challenges of regional audiences.
- The skills to collaborate effectively with colleagues, staff, external stakeholders, consultants, trustees, and senior managers and to present data and ideas in an organized manner
- The ability to adapt to new trends and technology; exceptional IT skills across a range of platforms and software relevant to the role.

Core competencies

- An infectious enthusiasm and commitment to the arts; a willingness to learn about the history and importance of Charleston and Bloomsbury.
- Exceptional oral and written communication and presentation skills.
- A strong sense of aesthetics and understanding of the particular character of Charleston's brand.
- Flexible and adaptable to changing demands and new challenges.
- Ability to work collaboratively in a small team.
- Ability to mentor and supervise individuals
- Good time management with the ability to work to tight deadlines.

Organisational Responsibilities

- To work in accordance with The Charleston Trust's aims, objectives and values
- To work in accordance with all The Charleston Trust's policies and procedures
- To work flexibly to best meet the needs of the organisation which may include undertaking occasional evening and weekend work

This list of duties and responsibilities is not intended to be exhaustive. The job holder will be expected to adopt additional tasks when required; these tasks will be in keeping with the general profile of the role.

Additional information

Leave: The basic annual leave entitlement is 33 days (including bank holidays).

Because of Charleston's rural location the post holder is advised to have the use of a car or a guaranteed way of getting to Charleston. Car sharing with Charleston staff may be a possibility depending on locations.

The Trust has a commitment to ensure equality of opportunity for all employees and employees are required to adhere to this in their work.

All positions at Charleston are offered subject to the following conditions:

- Receipt of satisfactory references
- Proof that you are legally entitled to work in the UK

Charleston particularly welcomes applications from Black, Asian and Minority Ethnic people as they are currently underrepresented in our workforce.

Applicants are also asked to fill in and return an Equal Opportunities Monitoring form available from <http://www.charleston.org.uk/about-the-trust/opportunities/>

All applications received will be acknowledged.

Please note that due to limited resources we are unable to give feedback to all applicants. Feedback will of course be available to those that are short listed for interview.

To apply

Email your CV and a covering letter outlining your suitability for the post, to Kristina Sekyere, Operational Development Manager on k.sekyere@charleston.org.uk

Deadline for applications is by 12 noon on Monday 25th February 2019

Those being called for interview will be notified by the end of the day on Thursday 28th February

Interviews will take place at Charleston the week commencing 4th March 2019.