

# Head of Marketing & Communications Recruitment Pack



theAlbany







**Job title:** Head of Marketing & Communications

**Responsible to:** CEO/Artistic Director

**Responsible for:** Senior Marketing and Communications Manager, Marketing and Communications Manager and Marketing Co-ordinator

**Key relationships:** COO, Associate Director, Senior Producer, Head of Development, Head of Business Development, Head of Engagement, Senior Management Team

**Salary:** c. £45,000 full-time pa or pro rata if less than full-time

**Hours:** 0.8 or 1.0 FTE including some evenings and weekends

**Contract:** Permanent

**Benefits:** 22 days per annum (rising to 25 in April 2022)  
+ Bank Holidays, Stakeholder pension, complimentary tickets to Albany performances, Albany café 10% discount, season ticket and/or Cycle to Work loan schemes, Training and development opportunities

## How to Apply

**Applications must be submitted via the online platform below by Noon, Monday 13 December**

<https://thealbanynew.livevacancies.co.uk/>

For more information about the Albany please visit our website [www.thealbany.org.uk](http://www.thealbany.org.uk). If you have any access needs in relation to your application and interview then please let us know.

Recruitment contact: Ceri Payne, The Albany, Douglas Way  
Deptford, SE8 4AG  
T 020 8692 0231 ext.206; E [vacancies@thealbany.org.uk](mailto:vacancies@thealbany.org.uk)

## Our Hiring Policy

The Albany aims to encourage a culture where people can be themselves and be valued for their strengths and we want our team to represent the same diversity of audiences and artists we welcome into our venues every day. We are keen to hear from a diverse range of candidates from all backgrounds drawing on different perspectives, experience and knowledge. We particularly want to encourage people who have lived experience of the Black and ethnically diverse communities we serve. The Albany will offer an interview to anyone who identifies as a D/deaf or disabled person who meets the essential criteria.

## **Recruitment during the COVID-19 Pandemic**

At the Albany we have undertaken comprehensive safety measures in order to keep audiences, visitors, staff and artists safe and are pleased to share we were also awarded the See it Safely Mark. The mark certifies that we are complying with the latest Government and industry COVID-19 guidelines, to ensure the safety of our staff and audiences.

### **Is it possible to apply for a role and work from home?**

Our buildings and offices are open for staff who cannot work from home. At the present time, some of the Albany Staff are working from home due to the challenges of COVID-19. As with many organisations, this has changed the way we view working from home. If you wish to work from home or remotely for part of the week will consider this on a case-by-case basis.

### **I have caring responsibilities or other personal circumstances that impact on my availability. Can you be flexible?**

Yes. We have a dynamic and flexible internal culture that gives employees control over the way they work and supports wellbeing. We will be as flexible as we possibly can be in terms of supporting staff to balance their work and their personal lives.

Some of our roles ask staff members to work at evenings or weekends, for example attending events or meetings. If this is a challenge for you, please do not be put off from applying for the role. We are keen to have a conversation to find practical solutions to meet candidates' own situations whilst meeting the needs of the organisation.

## About the Albany

Based in the heart of Deptford, the Albany is a performing arts centre that exists to inspire, develop and support creativity in South East London. With year-round activities and events including award-winning programmes for young creatives and adults over 60, music, theatre, spoken word and family performance, the Albany is led by the talent and imagination of its local community.

With four performance spaces and a range of rehearsal space, meeting rooms and offices for community and creative businesses, the Albany is underpinned by a commitment to collaboration and artistic excellence. Last year over 80,000 people attended performances or took part in projects at the Albany, and a further 100,000 attended events.

The Albany has 26 resident organisations based in the building, and manages and programmes Deptford Lounge and Canada Water Theatre on behalf of Lewisham and Southwark Councils. It is co-lead of the national Future Arts Centres network and lead partner of the Family Arts Campaign. In September 2020, the Albany was appointed Lead Delivery Partner for the Mayor of London's Borough of Culture 2022 in Lewisham. We will take lead responsibility for key strands of the programme and work closely with the team at Lewisham Council on the overall direction of the year.





## London Borough of Culture 2022

Introduced by the Mayor of London in 2017, London Borough of Culture is an award that sees London's 32 boroughs bid for over £1m of funding to stage a programme of cultural events. The award brings Londoners together, putting culture at the heart of local communities to shine a light on the character of London's boroughs.

Lewisham's programme will be led by Lewisham Council and the Albany. Intended to be thought provoking, challenging and raw, it will celebrate the diversity of the borough in an ambitious year-long programme of events. At its heart is an aim to use the power of art and culture to change lives and inspire positive change. We will tell the story of Lewisham's change makers past and present and harness our proud history of activism, using music, dance, public art and more.

Our manifesto for the year includes these three strands:

- We will protect this place we love – a call to action on climate change
- We are strengthened by diversity – a celebration of borough of sanctuary
- We will be happy here – a commitment to building an inclusive society



# Purpose of the Post

The Head of Marketing and Communications will be responsible for developing and leading on the communications, marketing and audience development strategies for the organisation. As a member of the Senior Management Team they will make a strong contribution to the overall strategic development of the organisation. The role will be responsible for building strong relationships with audiences and stakeholders, and elevating the profile and reputation of the organisation locally, regionally and nationally.

## Main Responsibilities and Duties

### Digital and Communications

- Create and deliver the organisation's communications strategy including developing the organisation's core narrative, key messages and assets
- Develop and manage a distinctive brand identity for the Albany including its visual identity and tone of voice
- Lead on the development of an effective digital strategy for the organisation
- Develop knowledge, insight and ideas around digital opportunities for the organisation; oversee the delivery of engaging social media activity and content creation; ensure the ongoing development of the Albany's websites to meet the organisation's needs



- Lead on the PR strategy for the organisation, working with consultants and agencies as required
- Support the Chief Executive, Executive Team and Chair in their public roles as senior representatives
- Through structured engagement plans, strengthen relationships with key external stakeholders including government, funding and sector support bodies; and nurture positive advocates who will amplify and support the organisation's mission and aims
- Monitor developments in key policy areas, horizon scanning and coordinating organisational contributions on key sector issues
- Advise the teams responsible for the Family Arts Campaign, Fun Palaces and Future Arts Centres on the development of successful communications strategies, as well as supporting new strategic initiatives connected to the Albany
- Develop communications to engage Albany staff, trustees and members with organisational mission and plans, giving them the tools for advocacy
- Ensure the Albany is adequately and accurately represented across all London Borough of Culture 2022 communications
- Ensure all communications are accessible and clear

## **Marketing and Audiences**

- Lead on the development and delivery of audience development strategies across the organisation to engage new, diverse and representative audiences
- Develop the use of data, research and customer insight, ensuring the implementation of Audience Finder surveys and other research as appropriate



- Work with the producing team to plan performance schedules, develop pricing strategies and set box office targets; and work with the Customer Service team to develop sales initiatives and encourage cross and upselling at point of sale
- Work with the engagement team to identify key moments and develop creative marketing and communications strategies for these activities
- Support income generation at our three venues, working closely with the Business Development team to spot opportunities and maximise marketing efforts
- Devise and implement dynamic and creative marketing and communications campaigns that engage a diverse range of audiences, including those which support fundraising activities for the organisation
- Work with other teams to ensure exceptional and appropriate customer service for all users of Albany buildings and projects
- Advise external London Borough of Culture 2022 teams on planning effective communications, marketing and audience development strategies for programmes and projects
- Act as a central point for headline moments and projects, advising artists and companies on suitable marketing approaches

## **Management and Reporting**

- Lead the marketing and communications teams; recruiting and managing staff to ensure that they are delivering on all objectives and policies set by the organisation
- Be responsible for setting and effectively managing departmental and project budgets

- As a member of the Senior Management Team, contributing to developing and delivering strategic and business plans, providing reports for the Executive and Board as required
- To act as Data Controller and ensure GDPR compliance within marketing and communications platforms
- Develop clear measures of success in all areas of work, with appropriate mechanisms for monitoring and reporting

## **Organisational**

- Act as Albany representative as required and during key events
- Ensure effective administrative systems are in place, up to date and data is managed within organisational and legal requirements; support the further development of in-house databases and systems, such as Spektrix, Artifax
- Build and maintain positive working relationships with artists, participants, partners and colleagues
- Ensure the intentions and requirements of the Albany's, Health & Safety, Environmental Sustainability, Equality and Diversity and Safeguarding policies are applied personally and by the team. Play an active role in the organisation's ongoing anti-racism work.
- Undertake any duties the Executive team may reasonably require

This job description is a guide to the nature of the work. It is not wholly comprehensive or restrictive and may be reviewed as required; other responsibilities may be added depending on experience and need.





## Person Specification

### Essential

- A proven track record of working in marketing and communications at a senior level
- A knowledge of the arts and cultural sectors in the UK
- A creative and effective strategist, strong at initiating new ideas and concepts
- The ability to capture and communicate the Albany (and associated) brands with experience of commissioning exceptional visuals and digital content
- Experience of creating and evaluating successful marketing strategies, and an ability to effectively interpret marketing and audience data

- Excellent planning and project management skills, with the ability to prioritise and meet demanding deadlines
- Confidence to develop trusted and collaborative relationships within the organisation and partner organisations to deliver successful outcomes
- Excellent communication skills
- Experience briefing media agencies and freelancers on campaigns, with an appreciation of local and national press agendas
- An understanding of contemporary trends in digital platforms and social media, including paid advertising
- Leadership skills and management experience, with the ability to lead a team, encouraging close and effective collaboration and a culture of innovation
- Proven experience setting and managing budgets and achieving desired outcomes with limited resources
- Strong administration and IT software skills
- Knowledge of relevant statutory and regulatory practice including GDPR
- Passion, enthusiasm and an ability to flourish in a fast-moving environment
- Commitment to organisational ethos and values and an understanding of working with local communities



## Desirable

- Experience developing marketing campaigns for large scale festivals/place making initiatives with a variety of stakeholder
- Experience of writing and editing accurately, concisely and persuasively for diverse audiences on a wide variety of issues
- Experience of building and sustaining a strong network of engaged stakeholders and advocates
- Experience working on capital development and capital fundraising campaigns
- Understanding of fundraising with experience and proven ability to cultivate relevant relationships with partners, funders, donors and sponsors

