

JOB DESCRIPTION

Job Title: Communications Manager	Status: 35 hours per week (Full Time)
Reports to: Chief Executive Responsible For: Communications Officer	Last revised: April 2025

1. ORGANISATIONAL POSITION

1.1 See attached chart.

2. PRINCIPAL AIMS OF THE POST

In consultation with the Director/ Chief Exec, the postholder will lead on the creation, implementation, and ongoing development of CCA's communications strategy, ensuring a strong, coherent approach to audience development across all platforms. They will oversee all day-to-day marketing activity including print, advertising, design, digital content, and distribution, with a view to increasing engagement and generating income for CCA.

They will work closely with the Programming Team to shape and deliver communications around CCA's artistic programme, including its Community Engagement strands, and support clear, accessible information for audiences.

In addition, they will be responsible for identifying and maximising PR opportunities and raising CCA's profile locally, nationally, and internationally. This includes managing press relationships, responding to external communications context or reputational risk, and leading on media partnerships in close collaboration with the Director and Senior Management Team.

3. PRINCIPAL DUTIES

This job description describes the principal purpose and main elements of the job at this time. It is a guide to the nature of the main duties as they currently exist but is not intended to be all-inclusive. The post holder is expected to work flexibly and respond positively to changing business needs.

3.1 Strategic

- Develop and implement CCA's strategic communications plan, delivering goals as outlined and monitoring its effectiveness.
- Develop CCA's digital communications strategy, staying abreast of current trends and platforms.

- Support the incoming programme with tailored communications strategy and planning, ensuring clear and timely messaging around key programme moments.
- Respond to and shape CCA's communications in relation to external discourse, public relations, and reputational risk, working closely with the Director and SMT.
- Write and produce CCA's Annual Review and ensure timely distribution to all relevant contacts.
- Work with the programming team on the development and implementation of communications activity with different communities across the city, including CCA's Community Engagement strands.
- Collaborate with the Access Coordinator to support the communication and promotion of access-focused projects and initiatives.

3.2 Communications

- Manage external suppliers including designers, printers, and distributors, ensuring production deadlines are met for all marketing materials.
- Lead all communications and advertising for the CCA exhibitions programme, working closely with the Director and Curatorial team on poster design, image selection, and copy.
- Coordinate advertising schedules, commission design work, and manage advert placement.
- Collaborate with the Director and Senior Management Team on appropriate organisational initiatives.
- Build and sustain relationships with organisations and individuals connected to CCA's programming and work with resident and partner organisations to maximise publicity.
- Work with the Box Office team and Comms Officer to ensure events are accurately ticketed and promoted through all available channels.
- Co-ordinate and manage the implementation of communications aspects of the EDI plan, ensuring accurate and timely collection of data.
- Ensure clear communication processes are in place between external clients and CCA programme partners, including timely collection and use of promotional materials.
- Work with the Director to raise CCA's profile locally, nationally and internationally, including relationships with organisations like Visit Scotland.
- Represent CCA publicly as required.
- Research, write and distribute press releases; liaise with press to maximise publicity and editorial coverage.

- Coordinate and lead communications responses to any press that may present reputational risk, in close collaboration with the Director and SMT. Provide regular updates to staff as needed.
- Manage all media partnerships.
- Coordinate exhibition and event photography, and ensure audiences are aware of any photography or filming in the building. Support partners with best practice around image use and audience consent.
- Build and maintain strong press relationships, developing CCA's media network.

3.3 Financial management

- Oversee, manage and control the marketing budget and ensure financial procedures are followed.
- Comply with CCA's commercial and financial processes, working with the SMT and Director.

3.4 Audience development and DATA

- Lead on all audience development initiatives, using a range of methods to engage attendees and non-attendees.
- Establish networks and partnerships to expand and diversify CCA's audience base.
- Ensure appropriate data is collected across CCA's programme and partner events; analyse and report on data to support future planning and funder requirements.

KNOWLEDGE	Essential (E) / Desirable (D)
Good working knowledge of the arts marketing sector	E
An understanding of print and design packages	E
An understanding of contemporary arts practice and the development needs of its audience	E
An understanding of sponsorship and fundraising issues	D
An understanding of and commitment to equal opportunities and to making the arts accessible to all	E
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EXPERIENCE	Essential (E) / Desirable (D)
Practical experience of marketing and audience development, preferably in an arts-related environment	E
A track record of successful project planning and delivery at a strategic level	D
Experience of working positively with the media	E
Experience of budgeting and budgetary control	E
Experience of using desktop publishing packages	D
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SKILLS AND ABILITIES	Essential (E) / Desirable (D)
Ability to think creatively and strategically	E
Excellent interpersonal skills	E
Excellent communication skills, oral and written	E
Strong project management and administrative skills	E
Excellent negotiation and advocacy skills	E
Ability to develop relationships with and communicate to a wide and diverse range of partners such as the media, artists, arts organisations, stakeholders	E

Ability to work well with internal and external colleagues, collaboratively and in a team-oriented way	E
Strong financial and budgeting skills	E
Ability to efficiently manage a heavy workload and prioritise as appropriate to meet targets and deadlines	E
Ability to use computerised systems (word-processing, database, and spreadsheet), with good keyboard skills	E
Ability to work flexibly, including evenings and weekends as appropriate	E

PERSONAL QUALITIES AND ATTITUDES	Essential (E) / Desirable (D)
Commitment to high standards of customer care	E
Commitment to continuous improvement	E
Enthusiasm for the arts in general	E
A positive and enthusiastic self-starter	E
Proactive and responsible in approach	E
A team player	E
Calm under pressure	E