

**JOB DESCRIPTION**

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| Job Title: Communications Officer | Status: 21 hours per week  |
| Reports to: Communications Manager | Last revised: November 2021 |

**1. PRINCIPAL AIMS OF THE POST**

Reporting to the Communications Manager, the post holder will contribute to the activities of the CCA Communications department and to the continuing development of CCA.

**2. 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.*

**Communications**

* Produce and coordinate the management of CCA print, including brochures. Work closely with the Events Manager and Programme Co-ordinator to ensure that all listings are accurate and received by set deadlines. Liaise with both Designers and Printers to ensure that the brochure is produced to the highest possible standard within budgetary constraints.
* Set up and co-ordinate exhibition photography and any other CCA photography as required. Also work closely with all CCA partners to ensure that any photography of events within the building is well managed and that audiences are made aware of any filming.
* Manage external suppliers including design, print and distribution companies on production deadlines for all marketing material for all CCA exhibition and programme events.
* Produce social media activity, as directed by the Communications Manager keeping up to date with developments in social media, and devise digital advertising campaigns with the Communications Manager.
* Compile and distribute the monthly CCA e-newsletter and all exhibition preview invitations.
* Produce marketing and communications activity on CCA’s channels to support CCA’s programme partners’ events.
* Work with Intermedia artists on communications for Intermedia exhibitions. Liaise with the Curator responsible for Intermedia on activity, as required.
* Collate digital press cuttings and maintain press archive.
* Compile monthly press listings.
* Support and develop CCA’s media partnership(s).

**Audience Development and Data**

 Ensure appropriate data is collected about all visitors to CCA and our partner programme events and that the data is measured and analyzed to assist with reporting and future marketing campaigns.

* Assist with the maintenance and efficient use of customer information on ticketing system and other databases.
* Maintain effective systems to collate and report visitor and attendance figures.
* Maintain a record of digital activity and engagement to ensure effectiveness of online communications and provide figures for reporting.

**Strategy**

* Support and develop the communications activity and strategy of CCA, undertaking various tasks as required.
* Understand and support the aims and objectives of CCA and ensure these are reflected in all external communications.
* Support targeted campaigns to engage new audiences with a diverse arts programme through researching and contacting appropriate groups, in line with the EDI strategy, and individuals, as directed by the Communications Manager.

 Develop and maintain CCA’s access statement and accessibility guide, ensuring all information is kept up to date and communicated widely through accessible tourism initiatives.

**Other**

* Adhere to CCA’s procedures.
* Attend training and network events on behalf of the CCA Communications team.
* Undertake any other reasonable request, appropriate to the post, made by the Communications Manager, Head of Operations, Head of Finance or Director.



**PERSON SPECIFICATION: COMMUNICATIONS OFFICER**

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| **KNOWLEDGE** | **ESSENTIAL (E)/ DESIRABLE (D)** |
| Good working knowledge of the arts marketing sector | E |
| An understanding of print and design | D |
| An understanding of contemporary arts practice and the development needs of its audience | D |
| An understanding of and commitment to equal opportunities and to making the arts accessible to all | E  |
| **EXPERIENCE** |  |
| Practical experience of marketing and audience development, preferably in an arts environment.  | E |
| Experience of working positively with the media | D |
| Experience of using desk top publishing packages | D |
| Experience of CMS web and e-news systems, and social media platforms Instagram, Twitter and Facebook.  | E |
| **SKILLS AND ABILITIES** |  |
| Excellent interpersonal skills | E |
| Excellent communication skills, oral and written  | E |
| Ability to develop relationships with and communicate to a wide and diverse range of partners such as the media, artists and arts organisations. | E |
| Ability to work well with internal and external colleagues, collaboratively and in a team-oriented way  | E |
| Ability to use computerised systems (word-processing, databases, and spreadsheets), with good keyboard skills. | E |
| Ability to work flexibly, in the evenings and at weekends as appropriate | E |
| **PERSONAL QUALITIES AND ATTITUDES** |  |
| Commitment to high standards of customer care | E |
| Enthusiasm for the arts in general | E |
| Proactive and responsible in approach | E |
| A team player | E |
| Calm under pressure | E |