

# Turner Contemporary

## Communications and Project Manager (England's Creative Coast)

<b>Job Title:</b>	Communications and Project Manager (England's Creative Coast)
<b>Responsible to:</b>	Head of Communications & Project Director, England's Creative Coast
<b>Salary:</b>	£28,000 - £30,000
<b>Probationary period:</b>	3 months
<b>Annual Leave:</b>	25 days plus 8 Bank Holidays (Total 33 days)
<b>Location:</b>	Remote working and Turner Contemporary Offices, Margate, Kent
<b>Full time:</b>	Full time (37.5 hrs), One-year fixed term contract

### Introduction

At Turner Contemporary, we believe in the power of art to transform people, places and lives. Since opening in 2011, we have become one of the most successful galleries in the UK and been a catalyst for the regeneration of Margate. Located in an award-winning building designed by David Chipperfield Architects, our programme of world-class events, exhibitions of historical and contemporary art and innovative learning focus have earned the gallery an international reputation. We are committed to offering an outstanding experience for our visitors, both online and in gallery.

Our values are that Turner Contemporary is:

- **Enterprising** – we create value for ourselves, our community and our partners by being responsive to new opportunities; we encourage collaboration, creativity and initiative from our team
- **Welcoming** – we are friendly and warm, while maintaining professionalism in practice and behaviour; we ensure that the principles of inclusivity and equality are evident in how we work with our colleagues, users and communities
- **Questioning** – our philosophy is one of investigation, being attuned to audience need, unlocking understanding and asking tough questions – especially of ourselves.
- **Belonging** - equity, equality, diversity and inclusion are values that underpinned the development of Turner Contemporary and are essential to our ethos.

Turner Contemporary is a charity governed by a Board of Trustees, chaired by Clive Stevens. The organisation receives some revenue funding from Arts Council England and Kent County Council and the whole team works creatively to raise additional income. We can only achieve our vision by having great people working for us. We need team members who are ambitious, enjoy learning, are collaborative and believe art transforms people and places.

## **Purpose of Job/Key objectives**

Primarily, this role will be dedicated to the delivery of England's Creative Coast (ECC), an ambitious project led by Turner Contemporary to drive cultural tourism across the south east. As the project moves into delivery phase, the focus will be providing project management for the whole project and particularly on the management of the communications and marketing campaign in the delivery phase. The aim of ECC, revised in the light of Covid-19, is:

*To be a key component of the visitor economy recovery for the region, contributing significantly to rebuilding visitor numbers and encouraging tourists to return to England's Creative Coast in the South East (Essex, Kent and East Sussex), by creating an innovative and immersive new visitor experience driven by the region's exceptional art and culture.*

The revised objectives are to:

- *Help rebuild domestic visitor numbers to the South East visitor economy*
- *Inspire visitors to lengthen their stay and local people to explore their town/region*
- *Create a partnership across cultural and tourism networks in Essex, Kent and East Sussex*
- *Develop the information and knowledge core through research, training and shared learning*

From December 2020 to May 2021 you will work 3 days per week on ECC. From June 2021 to December 2021, you will work approximately 2.5 days per month to oversee the project's reporting and evaluation and complete the final claims for outstanding funding on project completion

For the remaining days you will work as part of Turner Contemporary's Communications team. You will work to ensure that England's Creative Coast is embedded within the wider organisational communications strategy for the 10<sup>th</sup> Anniversary Year as well as managing other key communications campaigns during this period.

## **Communications Tasks - Communications for England's Creative Coast and Turner Contemporary**

Manage communications and marketing campaigns as part of to key projects within our 10<sup>th</sup> Anniversary Year (including but not limited to England's Creative Coast):

- Deliver the ECC campaign and aspects of other key campaigns including creating online content across website, social media and e-newsletter
- Manage relationships with press/PR agencies connected to ECC and other key projects, working to proactively secure press and respond to relevant enquiries
- Devise and create press packs including press briefings, press releases and lines for enquiry for key launches across the ECC programme and within Turner Contemporary's 10<sup>th</sup> Anniversary Year

- Create toolkits and work closely with partners to ensure cross promotion and joined up communications as part of England's Creative Coast and more widely where relevant
- Work with Go To Places/Visit Kent and other relevant local authorities on marketing and tourism products (including but not limited to England's Creative Coast), ensuring that they work to support the recovery of the region

### **Project Management Tasks – England's Creative Coast**

Project manage all aspects of England's Creative Coast (ECC), including but not limited to the Communications and Marketing campaign in liaison with the Project Director to fulfil all project aims and objectives:

- Work with and manage a specialist Geocaching advisor to ensure the delivery of this part of the project
- Work with the Project Director and in partnership with participating venues develop local cultural packages
- Work with the Curator and technical managers to provide practical support with installation of artwork and geocaches
- Work with an evaluator to gather and collate all evaluation and monitoring materials and ensure the documentation of project, presenting case studies and stories of impact with key stakeholders and funders
- Deliver Budget monitoring: record cash flow, income and expenditure subject to Project Director approval and manage staff expenses
- Project management administration including: acting as first point of contact, management of contracts, organisation of meetings, taking minutes, and provision of administrative support to the Project Director and Curator

Other

- Carry out all duties in accordance with Turner Contemporary Equal Opportunities, Access, Employment, Health and Safety Safeguarding and Inclusion Policies
- Undertake any other duties as reasonably required by the Project Director and Head of Communications within the allocated time

### **Person Specification**

<b>Skills, Knowledge and Experience</b>	<b>Essential</b>	<b>Desirable</b>
Interest in the visual arts and understanding of the mission, aims and objectives and values of Turner Contemporary and the wider cultural offer of the South East	X	
A good working knowledge of current marketing/communications best practice and new developments		X

Experience of delivering high profile communications campaigns across a range of channels	X	
Proven experience of creating, programming and monitoring social media content	X	
Experience of using a content management systems to edit/update and publish web pages	X	
Excellent written and interpersonal communication skills, both verbally and in writing with a high attention to detail and the ability to communicate well with a broad range of people	X	
Experience of working with external agencies and PR companies, creating proactive and reactive PR campaigns		X
Proven experience of managing budgets	X	
Proven project management experience	X	
Experience of working effectively with a range of partners and stakeholders	X	
Able to prioritise competing workloads	X	
Experience of managing audience data and insight and working with external evaluators to assess impact		X
<b>Behaviours and Characteristics</b>		
Able to work to deadlines and meet targets under pressure	X	
Highly organised with commitment to high quality delivery	X	
Able to manage and plan your own workload and respond to changing priorities	X	
A logical and methodical approach with the ability to work independently and use initiative	X	
Understanding of the charitable aims of Turner Contemporary and passionate about visual arts in the South East	X	
Creative and collaborative with a 'can do' attitude	X	
A good team player with the ability to build and maintain relationships and work across teams	X	
Committed to the principles of inclusivity and equality and ensuring that your work reflects this	X	

