



**JOB INFORMATION | COMMUNICATIONS MANAGER, DEVELOPMENT & OPERATIONS**

**Salary: £26,000- £29,000 depending on experience**

**Contract Type: Permanent**



*London 1666 David Best in collaboration with Artichoke 4 September 2016*

**1. Artichoke Background**

Artichoke was founded in 2006 with its now legendary presentation of Royal de Luxe's The Sultan's Elephant, which brought London to a standstill as audiences were transfixed by the surprise arrival of a giant puppet and a time-travelling elephant. The production brought joy to hundreds of thousands of people as they explored the capital, turned into a playground, magically liberated from its day-to-day traffic clogged restrictions. The production challenged the political arts establishment to rethink its largely venue-based approach to large cultural events and demonstrated the potential for the temporary transformation of the public realm through the creation of a moment of extraordinary art.

Over the last 12 years Artichoke has produced a total of 16 ground-breaking productions ranging from One & Other, Antony Gormley's 2400-hour living portrait on the Fourth Plinth in Trafalgar Square; Peace Camp, a lyrical set of installations created by Deborah Warner and Fiona Shaw for the London 2012 Festival, to the Lumiere Festivals produced in Durham,



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Derry-Londonderry and London. Lumiere has become a core feature of the cultural landscape and has set the benchmark for outdoor city-wide winter arts events.

*“What was it that made Londoners leave their homes and tourists their hotels during the city’s coldest four nights in years and, as many spontaneously did, lie face up on the freezing tarmac of Oxford Circus? Light is one answer. Art, another. For those four days the art scene in London was transformed.”* John Nathan, The Times on London Lumiere 2016

In September 2016 Artichoke produced London’s Burning, a four-day festival of arts and ideas, to commemorate the 350th anniversary of the Great Fire of London. Across the City of London six international works invited audiences to reflect on the scale and impact of the historical fire, whilst also considering contemporary threats to London’s survival. At the centre of the festival was London 1666, an extraordinary sculptural representation of the sixteenth century skyline of London. Conceived by American artist David Best, the sculpture was built by a team of young Londoners who worked with professional carpenters to realize the artist’s vision. Floated down the Thames on barges, the 120m sculpture was burnt on the river in central London in a spectacular reminder of the events of 4th September 1666.

Most recently, Artichoke produced PROCESSIONS, commissioned by 14-18 NOW, to mark 100 years since the first women got the vote in the UK. On Sunday 10<sup>th</sup> June, tens of thousands of women and girls\* wearing green, white or violet, walked in bands of colour through the streets of Belfast, Cardiff, Edinburgh and London, to make a living portrait of women in the 21<sup>st</sup> century. Many were carrying hand-crafted banners, made in the preceding months as part of a nationwide creative programme which commissioned 100 women artists to work with community groups up and down the country.

## **2. The Role**

Artichoke is seeking a resourceful and dedicated communications professional for our small and very busy Communications team with specific responsibility for marketing, sponsor benefit delivery and operational communications.

The successful candidate will be capable of working in a high-pressured environment, skilled at multi-tasking and have a flexible approach to work. They will have several years’ experience of working in a similar role in a creative arts organisation, be confident in managing relationships with stakeholders and sponsors, external suppliers such as designers and printers, office-based colleagues and on-site production staff. This role requires someone who is exceptionally well organised and enjoys the challenges of working in a fast paced creative environment.

## **3. Company structure**

Artichoke is a charity, funded as a National Portfolio Organisation by Arts Council England. Under the guidance of the Board chaired by Peter Freeman, Helen Marriage, Artichoke’s founding artistic director, leads the organisation. The permanent staff team of 17 is divided across the core departments of Production; Development; Communications and



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Administration. The core staff devote their time to delivering the programme of large-scale projects initiated by the Artistic Director.

The capacity of the organisation, and the production team in particular, is greatly increased in the period leading up to productions with specialist contractors and freelance staff employed to manage the detailed event planning and technical logistics required by Artichoke's events.

#### **4. How to apply**

Please read the information in the job description and person specification on the following pages.

The Job Description and application form may be downloaded from:

[http://www.artichoke.uk.com/about/job\\_vacancies](http://www.artichoke.uk.com/about/job_vacancies)

Please send your completed application by email to: [recruitment@artichoke.uk.com](mailto:recruitment@artichoke.uk.com) addressed to Anna Vinegrad, Communications Director, with 'Communications Manager, Development and Operations' in the subject heading.

**Closing date for applications:** 9 am Friday 27<sup>th</sup> July

**Interview dates:** Thursday 2<sup>nd</sup> and Friday 3<sup>rd</sup> August

**Start date:** Depending on notice period, mid September.

Artichoke is an equal opportunities employer. We welcome applications from all groups, especially those currently underrepresented in the arts sector and actively encourage those from diverse backgrounds to apply.



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## ARTICHOKE COMMUNICATIONS MANAGER – DEVELOPMENT & OPERATIONS | JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job Title:</b>	Communications Manager, Development & Operations
<b>Based:</b>	London: currently E1. Some travel around the UK will be required
<b>Reports To:</b>	Communications Director
<b>Key Relationships:</b>	Communications team; Development Director and team; Artistic Director and Production team; designers, printers and other suppliers; core staff; project stakeholders, sponsors, funders and operational partners; business and resident communities; audiences.

### Job Description

The Communications Manager, Development and Operations, is a key member of the Communications team supporting the implementation of Artichoke's communications strategy and project campaigns with specific responsibility for sponsor and operational communications. Together with the Communications Director and working closely with the Development Director and team, the Communications Manager, Development and Operations will help create attractive sponsor PR and brand benefit packages, feeding into sponsor partnership development, pitches and benefit delivery. Working with the Production team and relevant stakeholders, they will implement activity to inform business and resident communities about projects taking place in their area, the opportunities and daily operational changes. As part of this role, they will lead on the design and production of corporate and project-specific print materials and work with the team to create engaging promotional opportunities to reach target audiences, and where relevant, will help devise and deliver marketing campaigns for project conferences and talks. The role will also contribute and input into core company funding initiatives, with a particular focus on individual giving through Artichoke's patron scheme.

### Main Duties and Responsibilities

#### Print

- Responsible for overseeing all communications print, design and distribution, including but not limited to event invites, fliers, brochures, on-site branding and signage, and development print such as event invitations, banners and VIP passes.
- Working closely with the Communications Director and CEO, devise and manage design and production of all Artichoke print collateral, liaising with and managing designers, printers and other suppliers as appropriate
- Liaison with external suppliers, including design agencies, printers and distributors



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## **Project Campaigns**

- Contribute to the delivery of Artichoke's project communications campaigns working closely with the Communications Director, Digital Communications Manager, Communications Assistant and press support
- Ensure strategic objectives are met, agreed messaging is adhered to and Artichoke, as the festival producer, is strongly positioned across all publicity assets
- Develop business and resident engagement plans that identify key communities and businesses to liaise with for each project; build good working relationships with key stakeholders including bodies representing local businesses and resident associations; attend meetings and forums to present the project and opportunities to stakeholders and interested parties; engage with food, beverage and retail businesses to explore customer promotions, competitions and offers, contributing to the local economy
- Develop specific campaigns to promote project conferences and talks programmes through print, advertising and social activity, working with Artichoke's press support to ensure media coverage where possible; ensure these events are documented through photography, film or audio
- Produce comprehensive documentation of activity, monitoring and reporting on its effectiveness, against strategic objectives and agreed success measures

## **Sponsor and Funder Communications**

- Together with the Communications Director and Development Director, devise a robust approach to the delivery of project sponsor communications benefits, ensuring a positive experience for sponsors, encouraging sustained engagement and renewal for future years
- Feeding into sponsor partnership development and pitches and follow-up meetings
- Looking after sponsor and funder benefit delivery including brand visibility across digital and print
- Social media content creation for sponsors and funders
- Regular communication with sponsors during project and reporting back to sponsors post-event through tailored evaluation reports
- Supporting the Development Team with branding, digital presentations and any specific funder requirements at cultivation and fundraising events
- Supporting the Development Team with invitation design and guestlist targets
- Attending Development events and Artichoke events as required

## **Operational Delivery**

- Identify areas for business and resident engagement during live projects
- Produce and distribute written materials that include information about service changes, eg: road closures, traffic diversions, building access, waste collections etc
- Build working relationships with service and operational partners such as crowd management consultants, transport and local councils and other contractors to



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create specific travel advice for project audiences, identifying suitable promotional opportunities.

- Project ticketing set-up where appropriate, including for conferences and talks

## PERSON SPECIFICATION

Essential	Desirable
<b>Personal Approach</b>	
Excellent problem-solving skills	
Ability to work on own initiative and prioritise a complex range of tasks with minimum supervision	
Confident, able to relate to a wide range of people and communicate effectively at all levels	
Enthusiasm for working as a part of a team	
Extremely organised and methodical, with a keen eye for detail	
<b>Marcoms knowledge and experience</b>	
3 years experience of working in a similar role within an arts or creative organisation	Understanding of the UK arts funding landscape
Experience of working with external suppliers designers, printers, product suppliers, advertisers etc	Experience of working directly with production managers and delivery teams on-site
Experience of working with sponsors and stakeholders	
Campaign planning experience	
Project management experience	
Strong copywriting and proofreading skills	
Good digital design and editing skills	
Experience of digital and social media content creation	
<b>Administrative skills</b>	
Excellent computer and database skills- Word, Excel and Powerpoint	Working knowledge of CRM
	Knowledge of Illustrator, Photoshop and similar design packages
<b>Communication Skills</b>	
Excellent written and verbal communication skills	Proficiency in another language

### **General requirements required of all Artichoke staff**

- To contribute to the development of a professional working and learning environment within the organisation
- To contribute to the organisation's understanding of diversity and its implications for the arts and to ensure that this understanding informs all the organisation's activities
- To ensure adherence to the organisation's policies and procedures with particular reference to equal opportunities; health and safety and children and vulnerable adults
- To work in a flexible manner in line with the organisation's corporate objectives and role and to be willing to undertake other duties as reasonably requested
- To provide excellent customer care in dealings with the public
- To deputise for senior colleagues as appropriate
- The ability and willingness to work flexible hours and to travel as required

*This job description is not exhaustive and the post holder may be required to undertake other such duties from time to time.*

## **Summary and benefits**

### **Salary:**

£26,000-£29,000 gross per annum

### **Contract:**

Permanent contract

### **Annual leave:**

25 days per annum. You will also be entitled to Bank Holidays.

### **Probationary Period:**

3 months

### **Notice period:**

3 month's notice period (two weeks during probationary period)

### **Location:**

The post is based in Artichoke's offices, currently in London E1.

### **Hours of work:**

Hours of work will inevitably vary according to the nature of the workload, but generally will be a minimum of 35 hours per week, Monday – Friday, 10:00am – 6:00pm. Additional hours may occasionally be required as necessary for the successful performance of the job, but overtime or time off in lieu will not be given.

## **Benefits:**

**1. Pension:** Artichoke is enrolled in a pension scheme with Standard Life. Upon 3 months service payments of 3% can be made into your pension if matched by an equal contribution from yourself.

**2. Childcare vouchers:** Artichoke is enrolled in a childcare scheme, where employees can sacrifice a portion of their salary in exchange for childcare vouchers.

**3. Income protection scheme:** Artichoke has an Income protection insurance policy to help if you cannot work because you are ill or injured.

**Artichoke is an equal opportunities employer.**



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