



**at the library**

## APPLICATION PACK

### **Communications Manager: At The Library NPO Programme 22.5 hours per week £28 - £30k pro rata**

Hello and thank you for your interest in the role of Communications Manager for **At The Library**.

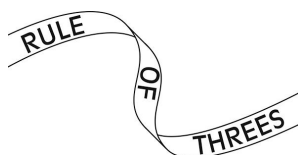
**At The Library** is the flagship project of Rule of Threes Arts, delivered in partnership with Sefton Libraries. We are proud to be joining Arts Council England's collection of National Portfolio Organisations (NPO) — the first in the Sefton Borough. Starting in April 2023, we are currently in a period of ambitious growth and development.

You can find out more about our programmes here: [atthelibrary.co.uk/](http://atthelibrary.co.uk/) and [www.ruleofthrees.co.uk](http://www.ruleofthrees.co.uk)

We are looking for an Arts Marketing professional to help to shape, lead and communicate our programme, and share our work with new audiences and tell our story on a national stage.

We want to invite someone self-starting, energetic, and strategically-minded to join our small creative team delivering a programme of surprising, high-quality artist-led, and participatory projects. Our ideal candidate is someone with at least 3 years of experience in a similar role in an arts setting, with an existing network of relevant contacts, and who has particular expertise in digital and social media marketing. We can offer a creative, collaborative and friendly work environment, with many opportunities for personal and professional development, and accessible and flexible working arrangements.

We welcome applications from all backgrounds including people who experience racism, D/deaf and Disabled people, people who identify as being LGBTQIA+ and



**your Library** Sefton  
**your Library** Sefton

others of any age who share our values of inclusivity and access. We recruit using Access First and Positive Action principles.

We want to make our application process as accessible as possible. If you have any particular access requirements or if you need these details in a different format please email [hello@ruleofthrees.co.uk](mailto:hello@ruleofthrees.co.uk) and we will do everything possible to assist you. If you have any questions about the role or would like an informal chat about applying, please also contact us on this address.

Thank-you once again for your interest in this role and we hope to hear from you soon.

Maria Brewster  
Rule of Threes Director

## Job Description

### Communications Manager: At The Library NPO Programme

<b>Responsible to:</b>	Director, Rule of Threes/At The Library - Line Manager
<b>Responsible for:</b>	Freelancers and consultants Assisted by trainees, library assistants, and apprentices on a project-by-project basis.
<b>Location:</b>	The Communications Manager may work from any Sefton Library, and an office base is provided at Crosby Library. Hybrid working to permit home working by agreement. A regular presence on site will be required. Flexible working to accommodate caring and access needs by mutual agreement.
<b>Salary:</b>	£28 - 30,000 pro rata dependent on experience
<b>Hours:</b>	22.5 per week, to be worked flexibly by agreement with Line Manager. The role will involve some evening and weekend work, for which Time Off In Lieu is available.
<b>Holidays:</b>	25 days + statutory holidays, a number to be taken during the Christmas shutdown period.
<b>Notice Period</b>	2 months
<b>Probation Period:</b>	3 months

### Main Responsibility

The Communications Manager works with the Director, Programme Manager, and wider team to design, plan, manage, and deliver **At The Library's** communications strategy. They develop content, deliver campaigns and manage channels to produce engaging, professional, and authentic communications that meet the needs of our audiences and stakeholders. They ensure that all our work is proactively marketed and positioned to generate audiences, interest, and advocacy.

## Main Duties

- Work with NPO Director and Programme Manager to plan and implement an effective communications strategy that supports our vision and aims, including Audience Development, Equality, Diversity & Inclusion, environmental, and fundraising.
- Lead on communications campaigns to reach audience/engagement targets, designing and delivering copy and assets for social media, press and print
- Manage and oversee **At The Library**'s website and digital channels, ensuring that our content is current, accessible, easy-to-use and representative of our work and achievements.
- Manage and produce communications copy, design briefs, video and photographic documentation, print, PR support and distribution of marketing materials on time and on budget.
- Liaise with Libraries' and Sefton Council Communications teams to ensure a coordinated approach to communications about the **At The Library** Programme and an integrated approach across social media channels
- Work with to Directors and Board to develop and communicate key messages to internal and external stakeholders
- Identify our key stakeholders, audiences and partners and plan communications activity to meet their preferences and needs
- Manage and monitor the communications budget and reporting, ensuring that all activity is delivered on time and on budget.
- Monitor, evaluate, and report on the delivery of communications activity against objectives
- Ensure that our communications work complies with all pertinent legislation including safeguarding, health & safety, Equality Act and GDPR.

## **General**

- Representing and advocating for Rule of Threes and **At The Library**, attending and presenting at events, conferences, and networking activities as directed.
- Acting at all times within the context of our policies and procedures, and in line with Investment Principles, in particular Equality and Diversity, both within the delivery of service and treatment of employees and colleagues
- Any other duties in support of At the Library and Rule of Threes Arts deemed necessary by the Director and commensurate with the level and nature of the role.

## **Internal and External Lines of Communication**

The Communications Manager will have a fortnightly meeting with their Line Manager and attend regular team meetings and all staff meetings. All staff work at the library on regular, planned team contact days.

## **Training and Personal Development**

The Communications Manager is expected to fully participate in staff development and training opportunities which are made available for all staff as well as those identified as being post-specific through the appraisal process. We encourage all staff to take an active role in pursuing their own personal and professional development and will support this as much as possible.

## **Health and Safety**

The Communications Manager will take all reasonable steps to ensure that the working environment conforms to current Health and Safety at Work regulations through contribution to and understanding of Health and Safety Policy, yearly risk assessment and the timely reporting of hazards or potential risks.

## **Review**

This job description will be reviewed and amended as needed at quarterly intervals during first year of appointment, and thereafter at an annual Performance Appraisal. In

the period between Performance Appraisals, other duties may be assigned that is consistent with the responsibility of the post.

## **Person Specification**

### **Essential:**

- 3 years experience working in Arts/Culture Marketing and/or Communications
- Excellent written and spoken communication skills, adaptable to the needs of different audiences and contexts, including proof-reading and copywriting skills
- Evidence of developing and maintaining press and media contacts, and producing press releases
- Understanding of Audience Development tools and principles and experience of designing Communications campaigns and strategies
- Computer literate and confident, including use of social media platforms and content creation/marketing platforms (Mailchimp/WordPress) and standard Microsoft Office applications
- A motivated, organised person able to work both independently, and collaboratively as part of a small team, to achieve professional standards
- Creative, solutions-focussed approach, and ability to make ideas a reality
- Commitment to equality, access and inclusivity in relation to all aspects of your work

### **Desirable:**

- A love of Libraries!
- Experience of delivering communications strategies for socially engaged/participatory arts programmes
- Knowledge of Sefton's communities, and library audiences
- Effective and resourceful budget management experience

- Adobe Creative Suite: InDesign, Photoshop, and Illustrator
- Working knowledge of video and/or sound editing software

## How to Apply

Deadline for applications is **6:00 PM Wednesday 10th May 2023**.

If you are shortlisted for the position you will be contacted to arrange an interview time on Friday 12th May.

Interviews will take place in person, at Crosby Library L22 0LQ, on Thursday 18th, or Friday 19th May.

Please send the following documents to [hello@ruleofthrees.co.uk](mailto:hello@ruleofthrees.co.uk) with the title: **'Communications Manager Application - [YOUR NAME]'**:

- A CV or detailed resume (2 pages max)
- Statement/letter (600 words max.) describing:
  - *How you meet the requirements of the role, using examples from your work and life experience to date*
  - *Why you would like to work with **At The Library** and what you would like to contribute*
- Names/contact details of 2 people who can provide a reference (We will not contact referees without seeking your permission).
- Equal Opportunities Monitoring form - this is anonymous and not assessed as part of your application.

Please indicate if you identify as disabled: we will offer an interview to all disabled applicants who meet the essential criteria set out in the person specification.

We are also happy to accept your application in video or audio-recorded form (max 4 minutes) if you find this more accessible.