

Job Description

Job Title: Senior Corporate Communications Manager

Department: Communications

Grade: E

Location: Barbican

Responsible to: Head of Communications

Responsible for: (Direct) Internal Communications Manager, External Affairs Manager, Community Engagement Manager, Communications Team Coordinator
(Indirect) Communications Officers and/or Assistants

Purpose of Post

The Communications Team devises creative, engaging and strategic campaigns to effectively promote the Barbican's corporate narrative and world-class arts and learning programmes to a wide range of audiences including our people, the media and key stakeholders.

To support the Barbican's corporate objectives – particularly its ambitious transformation programme – by securing staff, funder, stakeholder and wider public awareness, engagement, support and advocacy.

Main Duties & Responsibilities

1. Develop and deliver integrated corporate communications and engagement campaigns, in close coordination with marketing and digital channels, to proactively promote the Barbican's corporate narrative including our purpose, values, shared goals, transformation programmes, and impact stories, to maximise staff and stakeholder support and advocacy and build and maintain the Barbican's reputation.
2. Develop, own and embed the Barbican's corporate narrative and key messages on core topics including: our building renewal programme; equity diversity and inclusion; and sustainability.
3. Lead, manage and develop a team of Communications Managers, Officers and Assistants with responsibility for communications relating to particular audiences or projects.
4. Oversee delivery of all aspects of campaigns including writing and distribution of content and briefings; sourcing and distributing images; setting up and running meetings, photo-calls and filming; preparing Q&As; issuing invitations and tickets; organising and running consultations or similar events; arranging workshops; briefing spokespeople; administering correspondence and feedback; undertaking campaign evaluations and maintaining relevant contacts on the database.
5. Lead on the creation and delivery of key corporate comms assets, including the Annual Review, to include copywriting, liaison with all departments, managing the input of relevant data, and creating media opportunities where possible.
6. Set communications objectives, implement effective evaluation systems, and ensure that insights from evaluation are used to continuously improve strategies, plans and activities.

7. Oversee the handling of incoming enquiries in a prompt and helpful way, and on a roster basis provide out-of-hours cover for urgent press and stakeholder enquiries across the whole team.
8. Proactively identify and mitigate communications and reputational risks, including external horizon-scanning for emerging issues that may need to be taken account of. Maintain the crisis communications protocol, and prepare for and manage the handling of specific crises.
9. Build and maintain strong and collaborative relationships with internal stakeholders including artform, learning and community teams; operational departments; commercial; development; marketing; and others. Contribute to raising the profile of the Communications team across the Barbican.
10. Advise and brief senior internal colleagues and external spokespeople, positioning them as experts and cultural advocates within the media and arts sector.
11. Build and maintain strong and collaborative relationships as necessary with key external stakeholders including senior journalists, community leaders, key figures in the arts and culture sector, politicians, and others.
12. Represent the Barbican at events, attending out of office hours and/or away from the Barbican as required.
13. Research and analyse the constantly evolving, media, stakeholder and digital landscapes, and the evolving arts sector, using insights to inform communications strategies and plans.
14. Manage the budget for the Corporate part of the Communications team, delegating to Communications Managers as appropriate.
15. Ensure all communication is consistent with the Barbican's overarching narrative, brand guidelines and other key messages.
16. Work collaboratively with the City of London Corporation Communications Office in order to ensure the Barbican Centre is embedded within City communications and accurately represented internally and externally in respect of its arts or commercial offer.
17. Support the Head of Communications, by contributing to the Barbican's overall communications strategy, assisting with the wider management of the Communications team, and by deputising as required.
18. Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
19. Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
20. To undertake any other duties that may reasonably be requested appropriate to the grade

Person Specification

Job Title: Senior Corporate Communications Manager

Department: Communications

Grade: E

DBS Criterion: No DBS

Security Vetting Criterion: No security vetting is required

Politically Restricted Post Criterion: This post is *not* politically restricted

Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (**A**), interview (**I**) or test (**T**) as indicated below.

Experience Required

1. Experience of planning, delivering and evaluating complex, high-profile, high-impact communications campaigns. (A/I)
2. Experience of working in a fast-paced environment, flexibly managing multiple tasks and prioritising effectively. (A/I)
3. Experience of front-line media handling and stakeholder engagement, including pitching, presenting, briefing and handling enquiries. (A/I)
4. Experience of leading, managing and developing teams of communications professionals. (A/I)
5. Experience of collaborating across different departments and organisations to deliver outcomes that meet the needs of all parties. (A/I)
6. Experience of budgeting. (A)

Technical Skills & Knowledge

1. Ability to develop and maintain extensive knowledge of the arts sector together with an excellent network of contacts within the arts and wider media. (A)
2. Ability to think strategically and ensure campaigns support the Barbican's corporate goals and objectives. (A/I)
3. Strong understanding of communications techniques and tactics, including across media relations and stakeholder engagement. (A/I)
4. Strong political instincts, empathy for others, and ability to identify areas of sensitivity and potential reputational risk for the Barbican. (A/I)
5. Ability to lead, manage and develop a team of approx.6 communications and engagement specialists. (A/I)
6. Ability to evaluate communications campaigns against corporate objectives and use this to inform the development of activities for areas managed. (A/I)
7. Ability to innovate, identify opportunities for improvement, and respond to the constantly changing communications and artistic landscape. (A/I)
8. Excellent oral and presentation communication skills, with the ability to effectively pitch to journalists, present to stakeholders, and provide communications advice to senior leaders. (I)
9. Excellent written communications skills with the ability to write high quality engaging content for a range of channels, undertake editorial oversight for web and publications, and draft responses on sensitive issues or on matters where there is reputational risk. (A)
10. Excellent diplomacy, influencing and negotiating skills. (A/I)

11. Ability to develop protocols, systems, procedures and guidance for communications activities. (A)
12. Sound financial skills with the ability to monitor and manage budgets. (A)
13. Knowledge of and ability to use communication systems and databases. (A)

Other Relevant Information

1. This post involves some evening and weekend working on a roster basis.

Recruitment – Note to Applicants

The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s) and experience. It is essential you address the criterion marked as (A) on your application form in the section for supporting information, this will be the minimum criteria for shortlisting.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.

Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

Contract

The position is offered on a permanent basis.

Salary

The salary range for this job is £46,050 - £51,530 per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

Pension

The pension scheme provided by the City of London is the Local Government Pension Scheme (LGPS). The LGPS is a public sector, statutory, funded, defined benefit pension scheme. Benefits are accrued based upon scheme member's salary and the length of time for which they are a member of the scheme.

You will automatically be admitted to the City of London Corporation's Pension Scheme. Member contributions are based upon the rate of pensionable pay received by the scheme member. Members contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary. Please see here for the [contribution bands](#). There is also an option to join the 50/50 section of the scheme where members pay half the contribution rate and accrue benefits at half the accrual rate.

The current employer contribution rate for the City of London is 21%.

Further details can be found on the national [LGPS website](#) and/or the [City's pension website](#).

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.

Hours of Work

Normal hours of work are 10:00 – 18:00 Monday to Friday, being 35 hours per week excluding lunch breaks, but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

Frequency and Method of Payment

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

Annual Leave

There is an entitlement of 28 days annual holiday plus Bank Holidays. There are subsequent increases to entitlement to annual holiday according to length of service.

Continuous Service

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

Probationary Period

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

One month by either party after satisfactory completion of probationary period.

Learning and Employee Development

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

City Benefits

As an employee of the City Corporation, you have access to exclusive discounts and privileges through a combination of internal offers from our departments and an external service we have subscribed to from Reward Gateway.

Employee Volunteering Programme

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation

Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

barbican

We are London's
Creative Catalyst
for arts, curiosity
and enterprise



We spark creative possibilities and transformation for artists, audiences, and communities – to inspire, connect and provoke debate.

We are the place to be in this Destination City, where everyone is welcome. Our impact is felt far outside our walls and ripples beyond the experiences we offer – locally, nationally and internationally.

barbican.org.uk/values

