



# Job Description

**Job Title:** External Affairs Manager

**Department:** Communications

**Grade:** D

**Location:** Barbican Centre

**Responsible to:** Senior Corporate Communications Manager

**Responsible for:** N/A

## Purpose of Post

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

The Barbican needs to grow and change to meet the needs of the next generation of artists, audiences and communities. Through our new creative vision, our exciting plans for the renewal of our iconic building, our sustainability strategy, and our vital work on Equity, Diversity and Inclusion, we will reimagine what the Barbican can be. This role will support the Barbican's strategic priorities by securing stakeholder awareness of engagement with, and support and advocacy for the Barbican's varied work and ambitious transformation programmes.

## Main Duties & Responsibilities

1. Develop an External Affairs strategy for all relevant stakeholders including local and national politicians, opinion formers, the culture sector, and key media to build supporters and advocates for the Barbican.
2. Devise and manage proactive advocacy campaigns to positively communicate the Barbican's strategic priorities to all relevant stakeholders.
3. Develop profile and thought-leadership opportunities for Directors and other senior staff.
4. Develop communications strategies to support the Barbican's development (fundraising) work.
5. Contribute to reputational risk and crisis management including responding strategically to issues, writing lines against enquiry and Q&A documents, handling sensitive media/stakeholder enquiries, liaising with the City of London Corporation and other partners where appropriate.



6. Research and maintain stakeholder databases, advising senior colleagues on stakeholder handling and on guestlists for events, liaising with the City of London Corporation where appropriate.
7. Contribute copy to and lead the development of corporate communications materials such as the Barbican's Annual Report and LinkedIn content.
8. Pro-actively seek editorial coverage on key corporate topics, and to raise the profile of the overall Barbican brand.
9. Research and analyse the constantly evolving arts, education, media and political landscapes in order to inform communications plans and strategies, both proactive and reactive.
10. Maximise opportunities and devise campaigns to position the Barbican as a destination, promote our commercial activities and other projects including the Barbican's retail offer, membership scheme, catering offer and digital initiatives as appropriate.
11. Handle reactive media/stakeholder enquiries concerning activity outside of the art form programmes.
12. Proactively form and build excellent relationships with stakeholders and journalists.
13. Assist, where necessary, with internal communications and community engagement
14. Work collaboratively with the City of London Corporation Communications team to take advantage of synergies, ensure the Barbican Centre feature prominently in their communications and messaging, and is accurately represented.
15. Liaise closely with the Barbican's Marketing, Arts and Participation, Business Events and Development teams.
16. Represent the Barbican at events, attending out of office hours and/or away from the Barbican as required.
17. Deputise for the Senior Corporate Communications Manager, when 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:** External Affairs Manager

**Department:** Communications

**Grade:** D

**Trent Position number:** TBC

**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.

## Technical Skills & Knowledge / Professional Qualifications / Relevant Education & Training

1. Extensive knowledge of the cultural sector and/or wider political landscape
2. Ability to develop a good network of contacts within the Barbican's stakeholder and media environment (A) (I)
3. Excellent communication skills (both verbal and written) with the ability to write high quality and engaging content for both digital and print and drafting responses on sensitive issues or on matters where there is a reputational risk (A)
4. Awareness of issues of equality, social and cultural diversity and a nuanced understanding of the complexity of current cultural debate in the public sphere.
5. Ability to think strategically and ensure campaigns support Barbican goals and objectives (A) (I)
6. Excellent copy writing skills (A) (I)
7. Ability to research and write briefings for internal and external use (A) (I)
8. Knowledge of and ability to use communications systems and databases (A)
9. Good diplomacy, influencing and negotiating skills (A) (I)
10. Ability to multi-task and work at pace (A) (I)

## Experience Required

1. A proven track record in communications/external/public affairs for non-profit or public benefit organisations (A) (I)
2. Experience of designing, developing and delivering successful media and/or stakeholder campaigns (A) (I)
3. A proven track record in external affairs and communications or similar field (A) (I)
4. Experience of developing and delivering stakeholder engagement campaigns (A) (I)
5. Experience of media coverage secured for past communications projects (A) (I)
6. Experience of teamwork, with the ability to build positive relationships across the organisation at all levels and with external stakeholders. (A) (I)
7. Experience of budgeting (A)



## Other Relevant Information

1. Full Time – 5 days a week. This post involves occasional evening and weekend work.

## 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 £42,750 - £47,620 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 35 hours per week Monday to Friday excluding lunch breaks. 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](http://barbican.org.uk/values)



The City of London  
Corporation is the founder  
and principal funder  
of the Barbican Centre