

# Job Description

**Job Title:** Communications Manager, Visual Arts & Immersive

**Department:** Communications

**Grade:** D

**Location:** Barbican

**Responsible to:** Senior Communications Manager – Arts & Participation

**Responsible for:** Direct – Communications Officer, Communications Assistant

## Barbican Centre

The Barbican is an international arts, conference and learning organisation in the heart of the City of London.

Across its theatres, concert halls, cinemas, galleries, business venues, public and community spaces, the Barbican showcases the most exciting artists and performers from around the world, pushing traditional artistic boundaries and helping us understand our lives in new and unexpected ways. Each year, the Centre presents hundreds of different performances, events and exhibitions that entertain and inspire millions of people, create connections, provoke debate, and reflect the world we live in.

Firmly rooted in its neighbourhood, the Barbican collaborates on projects with local communities, and supports young people and emerging talent to develop their artistic practice and access jobs in the creative industry.

## Purpose of Post

To support the Barbican's artistic, community and commercial objectives by maximising positive media coverage of and securing stakeholder support and advocacy for its ambitious and diverse artistic programme in the field of visual arts and immersive programming including related community and educational programming.

## Main Duties & Responsibilities

1. Develop and deliver communications campaigns and activities, in close coordination with marketing and digital channels, to proactively promote the Barbican's visual arts & immersive programming output (including related communities and creative learning programming), to maximise audiences and build and maintain the Barbican's reputation.
2. Maximise positive editorial news, preview and review coverage for the Barbican's visual arts & immersive programming.
3. Manage (deliver or oversee) all aspects of relevant media campaigns including writing and distribution of media releases; sourcing and distributing images; setting up

and running interviews, photo-calls and filming; issuing media invitations and tickets; preparing Q&As; organising and running media events; arranging press trips; briefing spokespeople; administering press cuttings; campaign evaluations and maintaining relevant contacts on the media database.

4. Support the Senior Communications Manager – Arts & Participation to ensure that visual arts & immersive communications activities are integrated within wider cross-arts campaigns as required and contribute to Barbican-wide communication initiatives.
5. Manage and develop a sub-team of Communications Officer(s) and Assistant(s) and brief, oversee and coordinate PR agencies and/or freelance consultants.
6. Follow 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 relating to the Barbican's visual arts & immersive programming 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 Communications Team.
8. Proactively identify and mitigate communications and reputational risks relating to the Barbican's visual arts & immersive output, including external horizon-scanning for emerging issues that may need to be taken account of. Support the Senior Communications Manager – Arts & Participation to prepare for and manage the handling of crises.
9. Build and maintain strong and collaborative relationships with internal stakeholders including visual arts & immersive, arts participation teams; operational departments; marketing; and others. Contribute to raising the profile of the Communications team across the Barbican.
10. Advise and brief 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 and media stakeholders, artists, curators, PR agencies and freelance consultants.
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 visual arts & immersive sub-team, to the extent delegated by the Senior Communications Manager – Arts & Participation.
15. Ensure all communication is consistent with the Barbican's overarching narrative, brand guidelines and other key messages.
16. Support the Head of Communications and Senior Communications Manager – Arts & Participation, by contributing to corporate and cross-arts communications strategies and plans, assisting with the wider management of the Communications Team, and by deputising as required.
17. Actively seek to implement the City of London Corporation'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.
18. Actively seek to implement the City of London Corporation's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
19. Undertake any other duties that may reasonably be requested appropriate to the grade.

# Person Specification

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**Grade:** D

**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.

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

1. Good knowledge of the visual arts sector together with a good network of contacts within the arts and wider media. (A)
2. Ability to think strategically and ensure campaigns support the Barbican's artistic, commercial and educational 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) Ability to manage and develop a small team of Communications Officer(s) and Assistant(s). (A/I)
5. Ability to evaluate communications campaigns against corporate objectives and use this to inform the development of activities for areas managed. (A/I)
6. Ability to innovate, identify opportunities for improvement, and respond to the constantly changing communications and artistic landscape. (A/I)
7. Excellent oral and presentation communication skills, with the ability to effectively pitch to journalists and provide communications advice to colleagues internally. (I)
8. Excellent written communications skills with the ability to write high quality engaging content for a range of online and print media, undertake editorial oversight for web and publications, and draft responses on sensitive issues or on matters where there is reputational risk. (A)
9. Excellent diplomacy, influencing and negotiating skills. (A/I)
10. Ability to develop protocols, systems, procedures and guidance for communications activities. (A)
11. Sound financial skills with the ability to monitor and manage budgets. (A)
12. Knowledge of and ability to use communication systems and databases (A)

## **Experience Required**

1. Experience of working in or delivering communications for the visual arts sector. (A)
2. Experience of planning, delivering and evaluating high-profile, high-impact communications campaigns and activities. (A/I)
3. Experience of working within the visual arts sector (or related sectors). (A)
4. Experience of working in a fast-paced and pressured environment, flexibly managing multiple tasks and prioritising effectively. (A/I)
5. Experience of front-line media handling, including pitching, briefing journalists and handling enquiries. (A/I)
6. Experience of managing and developing small teams of communications professionals, PR agencies and/or freelancers (A/I)
7. Experience of collaborating across different departments and organisations to deliver outcomes that meet the needs of all parties. (A/I)
8. Experience of budgeting. (A)

## **Other Relevant Information**

1. This post involves some evening and weekend working.

## **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 10 month fixed term 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 excluding lunch breaks, Monday to Friday, inclusive 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**

1 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)

