

THE UNIVERSITY OF MANCHESTER

PARTICULARS OF APPOINTMENT

CULTURAL INSTITUTIONS

MANCHESTER MUSEUM

COMMUNICATIONS MANAGER

VACANCY REF: CIX-016301

Salary:	£32,816 to £40,322 per annum, depending on relevant experience
Hours:	Full Time
Duration:	Permanent, starting as soon as possible
Location:	Oxford Road, Manchester

Enquiries about the vacancy, shortlisting and interviews:

Contact: Chad McGitchie

Email: Chad.McGitchie@manchester.ac.uk

You will lead and shape Manchester Museum's communications at a pivotal time in its history. You will develop imaginative strategies and produce high-quality content that expresses and reflects the Museum's vision and values; commitment to inclusion, imagination and care. In sharing the museum's work in research, learning, civic engagement and international collaboration, you will build brand recognition and engagement.

You will be a brilliant communicator and collaborator, confident in how museums engage with some of the most relevant, urgent and challenging contemporary debates, including decolonisation and the climate emergency. This role combines creative and strategic thinking with hands-on doing. You will lead and support your team, colleagues and partners to reimagine how the Museum's communications build understanding between cultures and a more sustainable world.

Communications and Strategy

- Work collaboratively to develop and deliver a communications strategy that supports the vision and mission of the museum, with people (visitors, partners and communities we work with) at the centre of everything we do.
- Drive social media engagement across all platforms with a distinctive vision for inclusive communication methods that aligns with the museum's values and commitment to open dialogue and a commitment to thinking publicly.

- Create and/or co-create relevant and engaging content, making the most of museum collections, stories and relationships, and promote across appropriate channels in order to encourage visitors and build deeper connections with audiences.
- Establish a consistent and compelling brand identity, lead creative and design development, media, PR management and marketing, ensuring that inclusion, equality and diversity and transparency is integrated and applied in all areas of museum communications.

Management

- Line management responsibilities for communications team (as above).
- Work closely with communications team, museum staff and where relevant external bodies, to develop a strong visual identity, tone of voice and brand for the museum.
- Plan and manage budgets. Where relevant, you will contract and manage external agencies and freelancers to support in the delivery of the various elements of the strategy. You will also develop briefs and write (or commission the writing of) documents for promotional purposes in relation to the press and public.
- Overall responsibility for and management of the main database, ensuring that it functions as an effective marketing tool as well as a company contact record, and is maintained to meet Data Protection Policy and GDPR.
- Represent communications at the Museum Cabinet (management group), including reporting on strategic and decision making.

Advocacy, Media, Press and Campaigns

- Provide input to the Director in determining and reviewing the strategic approach to advocacy, media, press, PR, funders and campaigns.
- Lead contact for all press and media engagements and write press releases and develop media networks.
- Lead thinking and practice to promote new narratives and perspectives, including imaginative advocacy and social media campaigns, initially aligned to *hello future* transformation and reopening.

Collaboration and Partnerships

- Liaise with colleagues and partner organisations and agencies to create, track and report on communications metrics/analytics to maximise shared vision and impact.
- Work closely with funders and agencies to ensure that all acknowledgment requirements are fully complied with.

- Working across museum teams, provide strategic support and leadership to ensure consistent tone of voice and communications.
- Liaise and collaborate with the University communications team, colleagues at the Whitworth and Manchester Art Gallery (Manchester Museums and Galleries Partnership) and represent Manchester Museum at marketing and communications networks, groups and campaigns.

Other duties as required commensurate with the level and nature of the role.

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

- An excellent communicator with strong verbal and written communication skills, with experience of managing and developing high-performing teams.
- Minimum of 5 years experience in a communications role in the cultural or heritage sector.
- Experience communicating research and/or diverse histories and complex narratives to wide ranging audiences and engaging positively with contemporary debates.
- Experience of brand development and applying creativity and imagination to communications.
- Demonstrable editorial and copywriting expertise.
- Expertise engaging with press and media, including managing multi-channel marketing and communications campaigns.
- Experience of budget management.

Desirable Knowledge, Skills, Experience and Qualifications

- Experience of working on major capital or transformation projects.
- Experience of working with other languages and cultures collaboratively.