



## Head of Communications, Chetham's

Full Time, 35 hours per week

Holiday Allowance of 25 days plus bank holidays

Responsible to: The Principal, Chetham's School of Music



Chetham's is seeking a dynamic, experienced and creative Head of Communications to lead a small multi-disciplinary team in delivering a strong communications strategy for Chetham's School of Music, The Stoller Hall and Chetham's Library.



### About Chetham's

Chetham's is a unique site in the centre of Manchester, combining the country's largest specialist music school with an historic Library and a world-class concert hall. The organisation is approaching a key moment in its communications journey, when these three discrete public faces will be drawn together into one communications and development strategy, whilst maintaining their individual character, programming and identity.

**Chetham's School of Music** offers an unparalleled music and academic education to over 300 of the finest young musicians from the UK and across the world, with funding from the Department for Education's Music and Dance scheme ensuring that admissions are based on musical potential, and not on ability to pay.

**Chetham's Library** is the oldest public library in the English speaking world, based in buildings dating to 1421 – the oldest surviving site in Manchester – and still open to readers and visitors, with a growing events programme celebrating the collections and historic connections with Marx, Engels and other notable visitors.

**The Stoller Hall** is an intimate and impressive venue for live music and performance, opened in 2017 to provide an outstanding space for concerts by both the students of the school, and an exceptional programme of chamber, folk and contemporary performers.

### Head of Communications

Directly responsible to the Principal, the Head of Communications will work closely with the Director of Music, the General Manager of The Stoller Hall, the Marketing Manager (The Stoller Hall), the Librarian of Chetham's Library and the Head of Development.

The Head of Communications will deliver a successful communications activity programme, with PR at its core, for the whole organisation. Exceptional people management and interpersonal skills are a must-have as well as a proven ability to motivate others – including young people, casual staff and senior colleagues – to contribute to the communication of Chetham’s unique story.

The Head of Communications will demonstrate exceptional attention to detail and will be an effective communicator, confident in creating and delivering content using the written word, visual imagery, spoken presentation and digital media. With colleagues in the External Communications office, she/he will set a consistent tone of voice for the whole organisation.

Due to the nature of the role, the Head of Communications will adopt a flexible approach to working hours and should be willing to work at evenings and weekends as required by the organisation.

## **Key Responsibilities**

*The aim of this Job Description is to define the function of the role within Chetham’s and to inform the role holder of their duties in relation to others. This information is not an exhaustive or definitive list of duties to be carried out; it is meant as a guideline and may be updated with any reasonable tasks as required to ensure the very best promotion of the organisation as a whole.*

## **Strategy**

- Devise and implement an organisation-wide communications strategy in conjunction with the Principal, the Director of Music, the General Manager of The Stoller Hall, the Marketing Manager (The Stoller Hall) the Head of Development and the Librarian, Chetham’s Library.
- Develop the digital marketing/communications strategy in conjunction with the Marketing Manager (The Stoller Hall) to build income and public awareness across each aspect of the organisation.
- Deliver, monitor and evaluate communication campaigns, PR and digital activity across all aspects of the site.
- Prepare, manage and monitor communications budgets, maintaining strong financial control and managing the work of external contractors.
- Contribute to the programming of events on and offsite to ensure that all activity is focussed on the strategic aims of the organisation, balancing the needs of students, audiences and readers with income generation and public awareness; and drawing together strands of work and connections across different parts of the organisation.
- Representation of Chetham’s at citywide, regional and national forums and networks.

## **Events**

- Develop, deliver and evaluate communication initiatives to promote the organisation, and continuously extend the reach and profile of such events. The existing events programme includes School Open Days; sector

exhibitions and conferences; and the ongoing public events programme including daily Library tours and Lunchtime Concerts.

- With the Front of House team and other key colleagues, to maintain a high quality of visitor experience across the site and, where appropriate, to take a visible and high-profile customer-facing role at public events.

## **Promotion & Communications**

- Collate, proofread and create promotional material and communications including news stories, case studies and blog posts. Disseminate these stories using a variety of print and digital communications channels, showing an awareness of audience, context and medium and adjusting presentation style accordingly.
- Devise and collate bespoke content and case studies to support, celebrate and reflect the work of the Development Department with regard to corporate and trust-based donations, individual givers and membership groups.
- Drive social media communications across all faces of the organisation, closely planning and monitoring campaigns and working with colleagues and students to capture and share image and video content demonstrating the full range of Chetham's activity.
- Manage the graphic design of all promotional materials and communications, ensuring all materials are of a high quality and in keeping with Chetham's brands.
- Manage the organisation's advertising - in close collaboration with the Marketing Manager (The Stoller Hall) - to increase awareness of student and staff recruitment, and the promotion of regular events and ongoing activity across the site.
- Manage the content of the Chetham's website and the work of external website contractors.
- Manage the image library and the work of external photographers, film makers etc.
- Ensure appropriate use of images and video content - particularly those featuring young people - in line with School safeguarding policies, and help to enforce this among colleagues and external partners.

## **Press & PR**

- Prepare and manage the distribution of media releases (as approved by the Leadership Group) and invitations, and act as the primary contact for all media enquiries.
- Manage relationships with external PR consultant/s to disseminate good news and prepare statements and responses as required in response to external events or internal changes.
- Plan and prepare interviews for all PR purposes - for example, providing briefing sheets to colleagues, scheduling filming of young people around events such as the BBC Young Musician competition, and liaising with the programming and conferencing teams to manage access to key spaces

## People

- Line management of the Design and Digital Officer, and potentially of additional administrative or support staff on a permanent or contractual basis.
- Management of relationships with external agents including photographers, film makers, PR agencies and other partners.
- Close collaboration with colleagues across the organisation, including immediate colleagues and wider teaching and events staff, to gain a thorough overview of activity and opportunities to generate positive news.
- Direct interaction with young people aged 8-18, supporting and safeguarding students involved part in filming and interviews, building student involvement in social media and news generation, and engaging or mentoring students in the work of the department.

## The Person

The Head of Communications will be educated to degree level or equivalent, although exceptions may be made for considerable, relevant experience.

A sound, current knowledge of marketing and communication principles, strategies and approaches is essential, preferably with direct experience of the education, cultural and/or heritage sectors.

A high level of literacy, numeracy and IT skills is essential, preferably including a working knowledge of design software, photography/film making, diary management and CRM systems.

Above all, the Head of Communications will be a relationship orientated, values-based colleague who demonstrates warmth, approachability and a love of sharing. He or she will want the very best for the organisation, its students and its supporters; will value mutual respect; and will relish collaborative working across the whole organisation.

## Enquiries to:

Alun Jones, Principal, Chetham's School of Music

Via Lesley Haslam: [lesleyhaslam@chethams.com](mailto:lesleyhaslam@chethams.com), 0161 838 7214

## CHILD PROTECTION AND SAFEGUARDING CHILDREN

As a post holder I recognise my responsibility to promote and safeguard the welfare of children and young people for whom I am responsible, or with whom I come into contact. I will adhere to and ensure compliance with Chetham's Child Protection and Safeguarding Policy and related documents (available at [www.chethams.com](http://www.chethams.com)) at all times. If, in the course of carrying out the duties of the

post, I become aware of any actual or potential risks to the safety or welfare of students at Chetham's, I have a duty to follow the reporting routes and to report any concerns to the Designated Safeguarding Lead or to the Head.

Our Policy and Procedure is in line with national directives and must be adhered to by all staff. Chetham's is committed to the development of good practice and sound procedures. We will always endeavour to fulfil our duty to challenge or intervene in order to protect all students at Chetham's. Concerns and referrals will be handled in a sensitive and professional manner which will support the needs of students and staff. Chetham's recognises the contribution it can make to protect and support students.

I agree that I have read and understood the attached job description.

Employee's name .....

Employee's signature .....

Date .....