



COMMUNICATIONS & ENGAGEMENT MANAGER

JOB DESCRIPTION

Responsible to: Co-Artistic Directors

Responsible for: Freelancers (as applicable)

Salary: £28,000 per annum (gross), pro rata

Contract: This is a 3 day a week, permanent position

Hours: Core office hours are 10am to 6pm, Monday to Friday. The post-holder will be expected to fulfil the hours required to do the job within these times, which will require occasional evening and weekend work

Location: Hackney Showroom, 4 Murrain Road, Kings Crescent Estate, London N4 2BN

Holiday: 28 days per annum inclusive of public holidays

Pension contribution: 5%

Disability: If you have a disability and would like to discuss your access needs for applying and attending an interview, or to discuss any reasonable adjustments that we may need to make for you to fulfill the role, we warmly encourage you to get in touch.

Notice period: 2 week during probationary period, after which 2 months

Probationary period: 3 months

INTRODUCTION

“An amazing charity doing so much to keep creative culture in Hackney properly inclusive, radical, diverse & authentic” Philip Glanville, Mayor of Hackney

Hackney Showroom is a home for some of the most experimental, narrative-led theatre and performance artists in the UK, particularly giving a platform to voices that are underrepresented. We offer artists a rigorous approach to developing their practice, paving the way for them to make astonishing and memorable work.

Our work with artists is delivered in symbiosis with our work with a myriad of communities to which we offer a warm and refreshing invitation to encounter live cultural experiences and explore future-facing ideas.

Hackney Showroom is a unique hybrid of a grassroots community project and an award-winning arts organisation. Our new home on Kings Crescent Estate creates the best conditions for artists and local residents to flourish so that we can create a new future for ourselves and our communities. We build bridges, form bonds and connect people across divides.

Hackney Showroom are producers of the renowned family arts programme Disco Loco and award-winning theatre shows including the recent hit show BURGERZ by Travis Alabanza (★★★★ The Guardian ★★★★★ The Stage) and for all the women who thought they were Mad by Hackney resident Zawe Ashton (★★★★ The Stage ★★★★★ Observer).

In February 2019, we left our last premises and 6 months later were awarded a local authority tender to take over a new building on Kings Crescent Estate, N4. With a 5 year lease and peppercorn rent, this investment from LB Hackney signifies a mark of recognition of our business model and we have a new 5 year plan to coincide with the

period of the lease.

Kings Crescent Estate is a large housing estate currently undergoing major regeneration, recently awarded 2 AJ Architecture Awards: Housing Project of the Year & Editor's Choice, recipient of the Mayor's Prize and an RIBA National Award winner. The space is a fully accessible 2,000 sqft raw space with an enhanced shell and core finish, with toilets and kitchen. There is a pedestrianised playstreet in front of the building.

There is now a real urgency to get our doors open and immediately respond to the community's needs, because now we're not just addressing pre-existing community concerns, we're addressing problems that have been exacerbated by the pandemic.

In November/December 2020 the building will undergo a 4-6 week refurbishment.

For more information on the company please visit hackneyshowroom.com

THE ROLE

Hackney Showroom is a small company which is now expanding to deliver our 5 year business plan. The Communications & Engagement Manager will work alongside the Co-Artistic Directors and the General Manager/Producer to engage audiences and participants in all our activity.

This is a strategic and hands on role and we are looking for someone to conceive and deliver strategies for reaching and engaging residents on our estate as well as potential audiences and participants further afield.

We are looking for a persuasive and enthusiastic person who loves meeting people. You will be someone that shares our passion for physical marketing and face-to-face engagement, and that has a vision for marketing in a post-social media world.

KEY RESPONSIBILITIES

Communications & Engagement Strategy

- Design and deliver a new communications & engagement strategy to coincide with our new 5 year business plan
- Build & maintain relationships across our 3 sector areas: Arts & Culture Sector; Community Development & Regeneration Sector; Local Sector (Hackney/Islington/East London)
- Design and deliver our Access strategy
- Set and work towards targets for Kings Crescent Estate engagement over the next 5 years
- Collect & analyse engagement data

Communications & Engagement Activity

- Oversee all design, print and distribution of print materials
- Create content for, manage and schedule our website and social media channels
- Seek out appropriate partners to co-promote and amplify the work
- Plan, write and schedule newsletters and manage all mailing lists
- Write press releases & manage contacts with press
- Establish and adhere to brand guidelines
- Oversee our bookings system and manage communications with bookers
- Build & maintain relationships with Kings Crescent Estate service users & project participants
- Support individuals and groups on Kings Crescent Estate to address their needs and concerns
- Support individuals and groups on Kings Crescent Estate to co-design and co-deliver activity to a high standard

Strategic Development

- Support the Co-Artistic Directors and General Manager/Producer in meeting our business plan milestones
- Support the Co-Artistic Directors in shaping our community vision
- Manage the brand of Hackney Showroom and raise the profile of the company

Productions, Festivals, Events & Projects

- Design and budget marketing & engagement campaigns
- Action all marketing and outreach deliverables to budget and in time
- Oversee freelance graphic/digital designers, photographers, filmmakers etc
- Lead on relationships with freelance publicists

Venue Marketing

- Alongside the General Manager/Producer design a venue hires marketing strategy
- Action all venue hires marketing deliverables

PERSON SPECIFICATION

Essential Experience & Knowledge

- Professional experience in grassroots community engagement
- Professional experience in marketing & communications
- Professional experience in the arts & culture sector in any role

Essential Skills & Attributes

- A flair for engaging people
- A passion for community development
- A passion for and knowledge of theatre and the performing arts
- Ability to approach the role with fresh ideas and innovative solutions and think laterally
- Ability to represent the values and vision of Hackney Showroom in all communications

- Excellent organisational skills with the ability to effectively prioritise
- Excellent interpersonal skills and the ability to communicate effectively in person and in writing with a wide range of people
- Strong copywriting skills and the ability to capture our tone of voice
- Ability to be flexible and responsive
- Strong attention to detail

Desirable

- Experience of marketing in a commercial sector
- Turkish language speaker
- Local Hackney knowledge
- Basic skills in Photoshop/Indesign/Illustrator
- Video editing
- Interest of or experience in urban regeneration

HOW TO APPLY

To apply for the post, please email nina@hackneyshowroom.com with a copy of your CV with a covering letter (no longer than two sides of A4) explaining why you are interested in the role and how your skills and experience match the person specification.

If you have any questions or if you would like to submit your application in another format, please call the office on +44 (0) 203095 9747

The deadline for receipt of applications is 20 November 2020

First round interviews: 1/2 December 2020

Second round interviews: 4 December 2020