

COMMUNICATIONS MANAGER (Part Time – 3 days per week)

New Writing South
www.newwritingsouth.com

hello@newwritingsouth.com

Salary: £33,000 pro rata

Reports to: Artistic Director

Works closely with: Artistic Director, CEO, Literary Producer, marketing teams from partner organisations, freelance PR and press representatives.

New Writing South, the literature development agency in the South East, is seeking a permanent Communications Manager. The role is to develop and implement a new Communications and Marketing Strategy that informs our literary programme, effectively reaching and growing our audiences. The role has strategic oversight of our website, digital channels, content and brand/values communications. With the Artistic Director and CEO, the Communications Manager will also be responsible for evaluating and reporting on the impact of our work.

ABOUT NEW WRITING SOUTH

[New Writing South](#) is a non-profit organisation for writers living and working in South-East England.

We offer a year-round programme of activities including festivals, industry days, online workshops and classes alongside a variety of projects working with the wider writing community. We are committed to supporting writers, readers and communities who are underrepresented and less-well served by the publishing industry.

Examples of our work with professional and emerging writers this year include [The Coast is Queer](#), the UK's biggest LGBTQ+ literature festival, [publishing](#) and [playwriting](#) industry days to help writers develop skills and careers, [Draw Breath](#), a month of well-being activities for writers, and the inaugural Forthwrite Festival of women writers over fifty in March 2025.

Our community projects include a story-telling project with local Bengali women in partnership with RISE UK and Brighton & Hove Libraries, and a forthcoming children's story-telling project for LGBTQ+ families.

OUR VISION

To develop a vibrant, inclusive ecology of writers and writing in the South East.

OUR MISSION

To champion underrepresented voices that are too often excluded by the literary and publishing world. To challenge the barriers that many underrepresented writers face in making and sharing their work.

THE ROLE

As Communications Manager, you will play a pivotal role in enhancing New Writing South's visibility, engagement, and overall impact. This role requires a strategic thinker with excellent communication, project management and analytical skills. As postholder, you will develop, lead, oversee and manage the communication strategies and initiatives that contribute to the organisation's overall impact and effectiveness. This role typically involves a combination of skills and responsibilities related to communication, project management, and impact analysis/ evaluation.

You will work closely with the Artistic Director to ensure that New Writing South's work is strategically focused on making the biggest difference and impact that it can for writers in the South East.

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The Communications Manager key responsibilities include:

COMMUNICATIONS

- Developing and implementing a comprehensive communications strategy, with strategic direction aligned with New Writing South's mission and goals.
- Developing and implementing communications campaigns for events, festivals and literary programmes delivered by New Writing South and key partners.
- Creating engaging and accessible content for various platforms, including social media, newsletters, press releases, and the organisation's website. This will include writing/commissioning copy, articles and blogs, and producing a-v assets in-house including video and photographic content and podcasts.
- Managing the organisation's social media channels and ensuring the website is up to date.
- Cultivating relationships and collaborations with media outlets and influencers to increase the organisation's visibility, reach and influence.
- Identifying growth areas and scope for diversification of audiences, working collaboratively with the team members to ensure NWS activities are impactful and reach a wide and diverse audience.
- Working with the CEO/ Artistic Director to grow both New Writing South and The Coast is Queer brands, regionally and nationally with organisations, individuals, funders and the media.
- Ensuring all communications align with brand guidelines and ensure that these are consistent and effective across the organisation and convey the organisation's values and objectives.
- Working collaboratively with the team to ensure the effectiveness of

the organisation's qualitative and quantitative evaluation, including data and feedback, is used strategically to inform decision-making and programming.

- Understanding the audiences we work with and those we are still to reach, building insight about audiences, web users and participants, and feeding this into creative communications approaches.
- Ensuring, alongside the Literary Producer, that New Writing South captures and communicates the impact of its activities and initiatives, in order to create increasingly informed future programmes.
- Supporting colleagues at events and festivals as needed to ensure the seamless coordination and delivery of high-quality events.

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GENERAL

- Carrying out duties in accordance with New Writing South's policies, mission, vision and values at all times.
- Engaging in training and professional development opportunities as appropriate.
- Being an active member of the Regional Literature Development Agencies marketing network and share good practice and insight.
- Working with the CEO to agree year-round budget and resource allocation to support successful delivery.
- Researching and keeping abreast of shifting digital landscape, exploring and initiating opportunities appropriate for scale and remit of New Writing South.
- Demonstrating a commitment to equal opportunities in all aspects of New Writing South's work.
- Demonstrating compliance with the latest data protection legislations, and regularly update Privacy Policy.
- Having an understanding of safeguarding issues when working with young people and vulnerable adults in relation to marketing and public-facing activity.
- Attending and supporting delivery of New Writing South live events and activity. These will sometimes be outside office hours. Time off in lieu will be granted.
- Other related tasks as required.

PERSONAL SPECIFICATION

REQUIRED SKILLS AND EXPERIENCE

- At least 3 years' experience developing and implementing a communications strategy, ideally in a cultural and/ or charitable organisation.
- Experience developing and monitoring communications campaigns for a range of target audiences and to support fundraising.
- Experience managing an organisation's social media channels, including but not limited to X, Facebook, Instagram, TikTok and LinkedIn.
- Experience of building networks, developing, managing and maintaining a range of partnerships with individuals and organisations to support outreach and profile.
- Excellent knowledge of evaluation techniques.
- Understanding and experience of analysing quantitative and qualitative data.
- Experience producing evaluation/ impact reports and presenting findings to a range of audiences.
- Able to project manage multiple strands of work.
- Experience of best practice in accessible communications and digital accessibility.
- Understanding of GDPR and how this applies to a small organisation.
- Experience using Canva or other design software.
- Strong communication (verbal and written), finance and IT skills.
- Video editing skills.

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DESIRED SKILLS AND EXPERIENCE

- Experience using AI for content production.

PERSONAL ATTRIBUTES

- Able to work with a team as well as independently.
- Able to balance and prioritise a busy workload.
- Able to work to agreed deadlines and achieve targets.

- A good listener and a willingness to share knowledge and resources.
- Ability to influence and convey passion.
- Empathy with the mission and values of New Writing South.
- Demonstrable commitment to equity, diversity, inclusion and access.
- Demonstrable knowledge of, and a passion for, literature and writing.

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HOW TO APPLY

Job advertised from: **19th August 2024**

Deadline for applications: **Midnight on 6th October 2024**

Shortlist confirmed: **by 17th October 2024**

Round one interviews: **24th and 25th October 2024**

Please apply by completing sending the following documents to hello@newwritingsouth.com by midnight on 6th October 2024

- A cover letter outlining how you meet the job description and person specification and why you would like the role (no longer than 2 sides A4)
- Your CV (no longer than 2 sides A4)
- Completed Equal Opportunities form. The form will be separated from your application on receipt. You can download it [here](#)

We particularly welcome applications from people who are currently underrepresented in the literature and publishing industries. If you rarely see people like yourself in the arts, for any reason, we particularly encourage you to apply to this role.

The deadline for applications is midnight on **6th October 2024**. Please note that late applications will not be considered.

If you are experiencing any issues with your application, please contact liam@newwritingsouth.com