

# CHARLESTON

<b>JOB TITLE:</b>	Communications Manager
<b>REPORTING TO:</b>	Director of Marketing and Communications
<b>CONTRACT:</b>	Permanent, full time or part time hours considered
<b>SALARY:</b>	£28 - £32k, depending on experience
<b>HOURS:</b>	21 - 35 hours per week - occasional evening or weekend working may be required.

## ABOUT CHARLESTON

Charleston is a place that brings people together to engage with art and ideas.

The modernist home and studio of the painters Vanessa Bell and Duncan Grant, Charleston was a gathering point for some of the 20th century's most radical artists, writers and thinkers known collectively as the Bloomsbury group. It is where they came together to imagine society differently and has always been a place where art and experimental thinking are at the centre of everyday life.

Today, we present a dynamic year-round programme of exhibitions, festivals, and events. We believe in the power of art, in all its forms, to provoke new ways of thinking and living.

The Charleston Trust was formed in 1980 and is responsible for the care of Charleston's house, interiors and collections; and for opening the site to visitors. It is an independent charitable trust with a commercial trading arm, and currently receives no regular public funding.

## MAIN PURPOSE OF ROLE

We are seeking an innovative storyteller with ideas, energy and enthusiasm to develop and deliver high quality, audience-centred communications strategies for Charleston's existing and new audiences. This will be in support of the whole programme of activity at Charleston including the house, garden, exhibitions, festivals and events programme.

The Communications Manager will apply a content-led and data-driven approach to communications campaigns to raise Charleston's profile, maximise revenue and increase reach. They will join us at an exciting time for the organisation, working with a new brand and website within a growing marketing team, as we

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continue to develop our exhibitions, festivals and events to reach new audiences and connect with our communities.

## DUTIES AND RESPONSIBILITIES

### Communications, press and partnerships (40%)

- Be one of the guardians of the Charleston brand in relation to visual identity and tone of voice across the organisation, as well as with external partners and third parties working with the brand.
- Work with the Director of Marketing and Communications to identify, cultivate and manage strategic partnerships which increase and diversify Charleston's audiences and grow brand recognition.
- Lead on identifying and delivering applications for relevant awards that position Charleston as an example of best practice in a range of areas.
- Brief and work with external PR agencies to deliver impactful campaigns for Charleston's exhibitions and festivals offer, ensuring a flow of information that maximises storytelling opportunities from these parts of the programme.
- Research, write and distribute press releases for corporate and other communications announcements.
- Lead on the organisation and management of press visits, photo calls and filming opportunities.
- Work closely with marketing colleagues to plan and deliver integrated, end to end marketing and communications campaigns for Charleston's house, garden, exhibitions, festivals and events to achieve visitor and income targets, drive audience engagement and meet strategic objectives.
- With the Director of Marketing and Communications, lead on issues management and crisis communications for a range of scenarios.
- Work with the Director of Marketing and Communications on delivery of corporate communications initiatives.

### Website, email and social media (30%)

- Lead on managing the content and user experience on Charleston's website, working with internal teams and external developers to ensure it continues to meet the needs of our users and organisation.
- Develop and implement a social media engagement strategy and email communications strategy to build communities, drive engagement, achieve audience development and

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income targets, and support organisational strategic objectives.

## Editorial and digital content (30%)

- Develop and implement a digital content strategy across multiple platforms to support audience growth and engagement to help meet commercial targets.
- Develop Charleston's editorial standards, guidelines and commissioning approach, ensuring accessibility standards are met, a diversity of voices is represented, and digital content is optimised to support discoverability.
- Develop and manage an accessible, easy to use master content schedule.
- Contribute to interpretation initiatives, bringing a deep understanding of the Charleston tone of voice, brand positioning and core narratives to the evolution of the interpretation strategy.
- With the Director of Marketing and Communications, develop and manage Charleston's digital product portfolio including audio guides, podcasts, digital signage and in-gallery experiences.
- Lead on digital participation, contribution and dialogue to extend the reach of Charleston's in-person festivals and events.
- Build partnerships to support the effective production, distribution and promotion of Charleston's digital content.

## General Duties

- Act as campaign lead as determined by the marketing and communications workflow plan.
- Plan and manage budgets and expenditure for communications and content activity.
- Work closely with other departments in relation to all communications matters.
- Represent the department on relevant internal and external working groups and panels.
- Keep up to date with emerging digital trends and share insights with colleagues, including feeding into the decision process around new platforms and experiences.
- Support the ongoing maintenance of asset management and archiving requirements.
- Carry out other duties that may arise to fulfil the main objectives of the post and the aims of Charleston.

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## Essential Skills and experience:

- Minimum two years' experience in a similar role.
- Excellent copywriting skills across a range of different channels, and meticulous attention to detail.
- The ability to think creatively, with a curiosity for good stories and the confidence to bring ideas to the table.
- Experience of working with press including liaising with external PR agencies and/or working within a busy press office.
- Experience planning, developing, delivering and evaluating integrated communications campaigns that successfully meet and exceed targets.
- A solid understanding of best practice in communications and content production.
- Experience using CMS such as Wordpress.
- Experience creating and commissioning content including writing briefs, and working with external agencies to deliver stand-out content assets.
- Experience creating content for digital channels including social media and email, including managing a busy content calendar.
- Experience developing strategies to ensure email communications and social media is brand and objective led.
- An eye for design and experience of working closely and effectively with creative teams, from brief writing through to creative development and production.
- A strong sense of aesthetics and understanding of the particular character of Charleston's brand.
- Experience of working with a brand strategy including with tone of voice guidelines.
- An enthusiasm and commitment to contemporary culture that means you are tapped into the cultural and visual arts zeitgeist.
- Excellent interpersonal skills and the ability to build strong relationships with colleagues, stakeholders and external partners.
- Ability to work collaboratively in a small team.
- Flexible and adaptable to changing demands and new challenges.
- Good time management and the ability to work to tight deadlines.
- The ability to juggle short term operational pressures with long term strategic priorities.

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## Desirable Skills:

- Experience of working in an arts related organisation or charity
- Experience of working with audience segmentation models
- Line management experience
- Graphic design skills and experience using software such as Illustrator, InDesign and Photoshop.
- Experience of working with ticketing, EPOS and CRM systems.

## ADDITIONAL INFORMATION

Applicants should be aware that although some working from home is possible, you will need to be at Charleston regularly and it can be difficult to reach us via public transport. We do operate informal lift sharing, but this is not guaranteed.

## HOW TO APPLY

To apply, please email a covering letter and CV to [jobs@charleston.org.uk](mailto:jobs@charleston.org.uk) and follow the link on the job description webpage to complete an equal opportunities monitoring form.

**Application deadline:** Noon - Friday 17 March 2023

**Interviews w/c:** 27 March 2023

All positions at Charleston are offered subject to the following conditions:

- Receipt of satisfactory references
- Proof that you are legally entitled to work in the UK

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