



Spread the Word: Communications and Project Manager Job Pack

Four days per week. 1 year maternity cover.

£23,599

Spread the Word is seeking an experienced **Communications and Project Manager** as maternity cover in this key role in the organisation. The primary role of the **Communications and Project Manager** is to deliver writer and reader engagement projects and lead on our communications strategy. They are responsible for managing the London Short Story Prize, the national Life Writing Prize and City of Stories programme alongside working with the Project and Communications Assistant to develop and implement effective communications campaigns across the organisation's work and programmes. The **Communications and Project Manager** works closely with the Director to ensure that Spread the Word's work is focused on making the most difference it can for writers in London.

This is an exciting time for the organisation as we seek to increase our reach and impact for London's writers, move in to our next round of Arts Council England National Portfolio funding for the period 2018-22 and launch a major London-wide initiative - the London Writers Awards. The **Communications and Project Manager** position provides an ideal opportunity for someone who has the project management and communications experience, skills and knowledge to play a leading role in developing and supporting talented writers in London and engaging audiences with their work.

Based at our office at The Albany in Deptford, SE8, the successful applicant will be a valued member of the small core team that currently comprises of:

- Director *Ruth Harrison*
- Programme Manager (full-time) – role currently being appointed
- Writer Development Manager *Eva Lewin* (Part-time)
- Project and Communications Assistant *Aliya Gulamani* (Part-time)
- Bookkeeper *Eleanor Harris* (Part-time)

1. About Spread the Word:

Spread the Word is London's literature development organisation. A charity founded in 1995 by novelist Bernardine Evaristo MBE and Ruth Borthwick (now Director of Arvon), we work to support, develop and advocate for London's writers and to develop a thriving and diverse literature scene in London. We are an Arts Council England National Portfolio Organisation, and also receive funding from Foundation for Future London and the Esmée Fairbairn Foundation to deliver specific programmes. We work with fiction, non-fiction and short story writers, poets, graphic novelists, digital writers and playwrights.

Our vision: *London's diverse writers make their mark – on the page, the screen and the world.*

Our mission: *We find and support the best of London's new writers and campaign for diversity in writing. We do this by advocating for London's writers and providing development and engagement opportunities.*

Our values: *Committed, Collaborative, Adventurous*

Our key audiences are: writers; readers and audiences; publishers and agents; partner organisations and funders.

Spread the Word works across London and delivers a regular programme of affordable workshops, events and masterclasses that are open to public booking alongside the London Writers Network, a membership scheme focused on developing a career as a writer. Our strategic programmes of activity include:

- **Young People's Laureate for London** (a cultural leadership role focused on engaging young people in London with poetry through the issues that concern them, a post held in a previous incarnation by Warsan Shire, Aisling Fahey, Selina Nwulu and currently by Caleb Femi);
- **Flight 1000** (a year-long development Associate programme for three individuals from backgrounds underrepresented in the publishing industry – finishing 3-year funding cycle in December 2017);
- **London Short Story Prize** (annual prize for short fiction writers);
- **Life Writing Prize** (annual national prize for emerging life writers);
- **Free Reads** (in partnership with The Literary Consultancy, a yearly opportunity for editorial manuscript reads for writers on low-incomes).

We are currently running two major collaboration programmes:

- **Young People's Laureate Tour** in partnership with the Association of London Chief Librarians, The Reading Agency, A New Direction and funded through Arts Council England's Strategic Touring Fund;
- **City of Stories** in partnership with the Association of London Chief Librarians and working across 20 London library services.

3. Terms and Conditions:

Job Title	Communications and Project Manager
Location	Spread the Word offices, The Albany, Douglas Way, SE8 4AG and various locations across London as job requires
Reporting to	Director
Line management	Project and Communications Assistant
Contract	Four days a week (32 hours) for 12 months (fixed term)

Salary	£23,500
Annual Leave	20 days paid leave per annum in addition to Public and Bank holidays
Probation	1 month notice within this period
Pension	Spread the Word runs the NEST pension scheme
Key contacts	Internal: Director, Programme Manager, Writer Development Manager, Project and Communications Assistant, Bookkeeper External: Media, partner organisations, funders, writers, freelance contractors, readers, audiences
Expenses	You will be reimbursed for all reasonable travel, accommodation and other expenses which are wholly and necessarily incurred in relation to the performance of your duties and responsibilities, in line with Spread the Word's expenses policy.
Hours of Work	Standard hours are 8 hours a day and must be worked between 9am and 7.00pm. Due to the nature of the role there will be some evening and weekend work required. There is no overtime allowance but time off in lieu (TOIL) should be taken as soon as possible after it is accrued in agreement with your Line Manager.

4. Job Description:

Key purpose:

1. Leading on projects as agreed with the Director, to include fundraising, managing budgets, commissioning, project delivery and evaluation;
2. Working with the Director to author and implement Spread the Word's Communications and Marketing Strategy;
3. Working collaboratively with other team members to effectively market, communicate and evaluate programmes and projects.

Areas of responsibility:

Projects:

- Be responsible for the management projects including: the London Short Story Prize, the Life Writing Prize and City of Stories;
- Developing projects with the Director that extend reach and broaden engagement with writers and audiences in London;
- Building networks and developing relationships with a range of writers, practitioners and partners to support project development and delivery;
- Working with the Director to monitor and evaluate projects against strategy and for impact and producing evaluation reports as required.

Marketing and communications:

- Developing and delivering marketing and communications campaigns with team members to ensure programmes of activity are effectively marketed and communicated to agreed deadlines;
- Ensuring Spread the Word's activities reach a wide and diverse audience;

- Working with the Director to grow Spread the Word's presence and brand regionally and nationally, with organisations, individuals, funders and the media;
- Leading on PR work and working with freelance contractors where appropriate;
- Managing the organisation's social media channels;
- Managing the organisation's website, including writing, commissioning copy and articles, e-commerce and online data collection and ensuring the website is fit for the organisation's needs;
- Managing and implementing a Customer Relationship Management system to increase fundraising opportunities and building / maintaining relationships with Spread the Word's audiences;
- Working with the Director to manage the organisation's qualitative and quantitative evaluation for key funders and public messaging.

Income generation:

- Working with the Director to diversify income and to support reaching income targets;
- Establishing, growing and managing the London Writers Network with the Director;
- Supporting promoting through the organisation's donations ask and

Team Working

- Line manage Spread the Word's Project and Communications Assistant in accordance with the organisation's policies and procedures;
- Working collaboratively with team members to deliver our vision and mission;
- Maintaining positive and constructive relationships with strategic partners and funders.

Administration

- Acting as the main contact for projects and communications enquiries through meetings and on the phone and via email;
- Managing communications and projects administration, budgets and evaluation processes;
- Providing support with preparing fundraising applications, board papers, evaluation reports, presentations, events, press and PR as necessary.

General

- Carrying out duties in accordance with Spread the Word's policies, mission, vision and values at all times;
- Engaging in training and professional development opportunities as appropriate;
- Act as an ambassador for Spread the Word as required, representing the organisation externally in the best possible light in accordance with mission/ vision / values;
- Support the team with adhoc duties that might reasonably be deemed to be within the status of the job and appropriate to the post;
- On occasion you will be working with vulnerable adults and children and young people and you will require a DBS check. If you do not already have this, we can apply for one for you.

5. Person Specification:

- A minimum of three years' experience in a project management and communications role, ideally in a cultural and/ or charitable organisation;
- Experience of managing large scale programmes of activity and working in partnership;
- Experience of developing and implementing a communications strategy and campaigns for a range of audiences;
- Demonstrable knowledge of and a passion for literature and writing;
- Strong communication (verbal and written), finance and IT skills;
- Experience of managing websites, including CMS;
- Experience of managing databases;
- Experience of managing an organisation's social media channels, including but not limited to Twitter, Facebook and Instagram;
- Excellent organisational and multi-tasking skills;
- Able to work with a team and independently;
- Experience of fundraising and income generation;
- Experience of balancing and prioritising a busy workload;
- Able to work to agreed deadlines and achieve targets;
- Listens well and is willing to share knowledge and resources;
- Empathy with the mission and values of Spread the Word.

Desirable

- Experience or understanding of working for a small organisation;
- Experience of managing literary or arts Prizes;
- Experience of using photoshop or other design software;
- Experience of working on arts membership schemes;
- Experience of line managing staff or volunteers;
- Experience of working in the literature or publishing industry.

4. Recruitment process:

Job advertised from: Tuesday 10 October

Closing date for applications: 5pm, Friday 3 November

Shortlist confirmed: Wednesday 8 November

Interviews will be held on: Thursday 16 November

Please send your completed Application Form and Cultural Diversity Monitoring Form with the subject heading: 'Application for Communications and Project Manager + your name' by email to Ruth Harrison, Director: ruth@spreadtheword.org.uk

Please note that late applications will not be considered.

If you would like to have a discussion about the role please contact ruth@spreadtheword.org.uk to arrange a convenient time to speak.

6. Equal Opportunity Monitoring

Spread the Word is committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

To ensure we meet the aims of our Equal Opportunities policy all applicants need to complete the Spread the Word equal opportunity monitoring form included at the end of the job application form. The forms are separated immediately from the applications on submission. Please ensure your equal opportunity monitoring form is submitted with your application if you wish to be considered for the post.