



## **Communication and Impact Manager**

### **Application Pack**

Spread the Word, London's literature development agency, is seeking a permanent **Communications and Impact Manager**. The role is to effectively market and communicate our programmes and projects to our audiences in line with our Communications and Marketing Strategy and, with the Director, be responsible for evaluating and reporting on the impact of our work. The role has strategic oversight of our website, digital channels and content and brand and values communications.

### **About Spread the Word**

Spread the Word is an arts charity and an Arts Council England National Portfolio Organisation. Founded in 1995 by novelist Bernardine Evaristo MBE and Ruth Borthwick (who went on to be 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.

#### **Our vision:**

Stories by London's diverse writers are reflected in and enhance our culture.

#### **Our mission:**

We create opportunities for storytellers, creatives and readers to change the conversations we have and reimagine the world we live in by:

- Running inclusive creative writing programmes and offering practical ways for writers to get their work into the world.
- Discovering Londoners who love words and nurturing those who want to write, read and share stories.

#### **Our values:**

Kind, Brave, Open



**Our work:**

Our work is focused on engaging Black, Asian, Global Majority, deaf and disabled, LGBTQ+, working class and low-income writers, and young people.

We have a national and international reputation for initiating change-making research and developing programmes for writers that have equity and social justice at their heart. In 2020 we launched *Rethinking 'Diversity' in Publishing* by Dr Anamik Saha and Dr Sandra van Lente, Goldsmiths, University of London, in partnership with The Bookseller and Words of Colour. Working with CRIPtic Arts, in 2022 we published *Access to Literature*, which presented the first national picture of the barriers deaf and disabled writers, creative producers and audiences experience in accessing the literature and publishing sectors.

We open up access to developing a craft and a career as a writer, by working across London and delivering a regular programme of free or low-cost workshops, events and masterclasses that are open to public booking and often run in partnership with publishers and agents.

We run national programmes like the Disabled Poets Prize and high-profile development programmes like the London Writers Awards that have found writers such as Natasha Brown and Tice Cin and the award-winning Early Career Bursaries for London Writers on a low-income. Our partnership projects include: the CRIPtic x Spread the Word Salon for D/deaf and disabled writers, Uprising & Resistance which uses poetry and visual art to respond to archival silences surrounding slavery in Early Modern London with John Hopkins University, Black Beyond Data and Ink Sweat & Tears, and, for young people, Nature Nurtures with the London Wildlife Trust, Black Girls Hike and London Youth.

We have been growing the work we deliver in our home borough of Lewisham including the annual Deptford Literature Festival and community projects with Youth First, Entelechy Arts and Triangle LGBTQ+ Centre, amongst others. We have a bold vision to make Lewisham the UK's first Borough of Literature.

[www.spreadtheword.org.uk](http://www.spreadtheword.org.uk)



## **About the Role**

Spread the Word is seeking a passionate and experienced Communications and Impact Manager to lead on our audience development campaigns. This is an exciting time for the organisation as we seek to increase our reach and impact for London's writers.

As the Communications and Impact Manager, you will play a pivotal role in enhancing Spread the Word's visibility, engagement, and overall impact. This multifaceted position requires a strategic thinker with excellent communication, project management and analytical skills. We're looking for a passionate and experienced person who is empathetic, curious, imaginative, and interested in cultural democracy, community agency and activism.

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. As Communications and Impact Manager you will work closely with the Director to ensure that Spread the Word's work is strategically focused on making the biggest difference and impact that it can for writers in London.

The Communications and impact Manager position is the ideal role for someone who has a combination of project management, communications and impact analysis skills and experience. It offers the opportunity to play a strategic role in developing and supporting talented writers in London, and to engage audiences with their work.

You will be a self-starter and creative thinker, with a passion for engaging people with words and stories. You will have a demonstrable commitment to equality, inclusion and accessibility.

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

- Director (Full-time)



- Programme Manager - Writer Development (Full-time)
- Programme Manager – Community Engagement (Part-time)
- Communication and Impact Manager (Part-time)
- Programme Assistant (Full-time)
- Bookkeeper (Part-time)

## Job Description

**Job title:** Communications and Impact Manager

**Contract:** Part-time, 4 days a week (32 hours) permanent post.

**Salary:** £30,400 (£38,000 FTE) + NEST pension

**Ideal start date:** May/ June 2024

**Line Manager:** Director

**Location:** Our office is currently based in Deptford, London. Hybrid working, 2-3 days in the office expected.

**Holiday:** 20 days annual leave, plus bank holidays.

**Probationary period:** 6 months, during which the notice period is 1 week. The notice period will then increase to 2 months.

**Wellbeing support:** Access to The Print Charity's confidential helpline (advice on wellbeing, personal finance, changes at work, family and personal, legal, counselling) with free confidential counselling offered.

## Key Responsibilities

### Communication

- Develop and implement a comprehensive communications strategy, with strategic direction aligned with Spread the Word's mission and goals.
- Oversee and manage the development of a new website and re-brand.
- Develop communications campaigns to support engagement with the Borough of Literature activity.
- Develop and implement communications campaigns for events, launches and literary programmes delivered by Spread the Word and key partners.
- Work with the Director and Programme Manager – Writer Development to re-develop our membership and donations offer.
- Create engaging and accessible content for various platforms, including social media, newsletters, press releases, and the organisation's website.



- Cultivate relationships and collaborations with media outlets and influencers to increase the organisation's visibility, reach and influence.
- Identify growth areas and scope for diversification of audiences.
- Develop and deliver communication campaigns with team members to ensure programmes of activity are effectively communicated to agreed deadlines.
- Ensure Spread the Word's activities are impactful and reach a wide and diverse audience.
- Work with the Director to grow Spread the Word's presence and brand regionally, nationally and globally with organisations, individuals, funders and the media.
- Lead on PR work, working with freelance contractors where appropriate.
- Oversee and manage the organisation's social media channels.
- Manage the organisation's website, including writing, commissioning copy and articles, e-commerce, online data collection and ensuring the website is fit for the organisation's needs, ensuring that it is up-to-date and representative of the work we do.
- Produce communication assets in-house, including maintaining the photo library and editing video as needed.

### **Impact Assessment**

- Design and implement mechanisms and processes to measure the impact of Spread the Word's programmes and initiatives.
- Brief and work with an external consultant to develop an impact evaluation and environmental framework for the Deptford Literature Festival.
- Analyse data and feedback to inform strategic decision-making and improve organisational effectiveness.
- Benchmark the organisation against similar businesses and against relevant external data.
- Produce reports and presentations demonstrating the organisation's impact and to identify and highlight where improvements can be made to stakeholders and funders.
- Understand the audiences we work with and those we are still to reach.
- Analyse data, monitor and evaluate engagement including algorithms and analytics across digital platforms, using findings to inform the strategic direction of future plans.



- Suggest improvements for the Customer Relationship Management system to maintain relationships with Spread the Word's audiences, using data to influence change and reach more people.
- Build insight about our audiences, web users and participants, feeding this into creative approaches to building audiences.
- Understand and develop Spread the Word's approach to audience segmentation.
- Generate new ideas to draw in audience attention and participation, measuring the effectiveness of these ideas through a test and learn approach.
- Ensure that Spread the Word captures and communicates the impact of its activities and initiatives as well as learns from its practice, in order to create increasingly informed future programmes.
- Work with the Director to manage the organisation's qualitative and quantitative evaluation for key funders and public messaging.

### **Stakeholder Engagement**

- Build, nurture and maintain strong relationships with partners, funders, writers, and other stakeholders and networks.
- Represent Spread the Word at events, conferences, and networking opportunities.
- Work in collaboration with internal staff to ensure consistent and impactful messaging.

### **Brand Management**

- Safeguard and enhance the organisation's brand identity.
- Ensure 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.

### **Team Working**

- Work collaboratively with team members to deliver our vision and mission.
- Support colleagues on the events team as needed to ensure the seamless coordination and delivery of high-quality events
- Maintain positive and constructive relationships with strategic partners and funders.



## **Administration**

- Act as the main contact for communications and impact data analysis enquiries through meetings, on the phone and via email.
- Manage communications and impact administration, budgets and evaluation processes.
- Provide support with preparing fundraising applications, board papers, evaluation reports, presentations, events, press and PR as necessary.

## **General**

- Carry out duties in accordance with Spread the Word's policies, mission, vision and values at all times.
- Engage 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 and values.
- Support the team with ad hoc duties that might reasonably be deemed to be appropriate to the post.
- On occasion you will work with vulnerable adults, children and young people. For this you will require a DBS check. If you do not already have this, we can apply for one for you.

## **Person Specification**

### **Required skills and experience**

- At least 3 years' experience developing and implementing a communications evaluation and impact strategy, ideally in a cultural and/ or charitable organisation.
- Excellent knowledge of evaluation techniques.
- Experience managing data collection processes and 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 developing and monitoring communications campaigns for a range of target audiences and to support fundraising.
- Experience of best practice in accessible communications and digital accessibility.



- Experience managing an organisation's social media channels, including but not limited to Twitter/ X, Facebook, Instagram and LinkedIn.
- Experience of building networks, developing, managing and maintaining a range of partnerships with individuals and organisation to support outreach and profile.
- Understanding of GDPR and how this is applies to a small organisation.
- Experience managing databases including CMS.
- Experience using Canva or other design software.
- Strong communication (verbal and written), finance and IT skills.

### **Desired skills and experience**

- Experience of data reporting for funders/ donors e.g: Arts Council England (Illuminate/ Annual Return).
- 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 Spread the Word.
- Demonstrable commitment to equity, diversity, inclusion and access.
- Demonstrable knowledge of, and a passion for, literature and writing.

### **How to Apply**

- Job advertised from: Wednesday 14 February
- **Deadline for applications: 10am, Monday 18 March**
- Shortlist confirmed: by Wednesday 27 March
- Round one interviews: Wednesday 10 April
- Round two interviews: Wednesday 17 April

Please apply by completing the questions in [the online application form](#) and attaching the following files:





- 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.

**[Apply now using our online application form.](#)**

The deadline for applications is 10am on Monday 18 March. Please note that late applications will not be considered.

If you are experiencing any issues with your application, please contact Emily Ajgan: [emily@spreadtheword.org.uk](mailto:emily@spreadtheword.org.uk)

An **Online Information Session** for candidates who would like to find out more about the role will be held on Wednesday 21 February, 7pm-8pm with Spread the Word's Co-Chairs Aimée Felone and Simon Richardson and Director Ruth Harrison. [Please sign up for the session by Tuesday 20 February.](#)