Communications Manager

# Role Overview

Spread the Word, London’s literature development agency, is looking for a Communications Manager to join the team on a permanent basis. Our mission is to help London’s underrepresented writers get their work into the world, and to connect communities to words and stories.

**This role is part-time (4 days a week) with a salary of £31,008 (£38,760 FTE). Our team works a minimum of one day per week from our office at the Albany in Deptford.**

The Communications Manager is responsible for marketing our regular programmes and devising and running campaigns for special events such as the Deptford Literature Festival. They look after our brand, website, and social media. With the Director, they are responsible for reporting as required to Arts Council England, and gathering and analysing audience feedback and evaluation. The Communications Manager works closely with the Director, Programme Managers, Creative Producer and Administrative Assistant.

We are looking for someone who has experience working in communications in the arts or charity sectors, and is comfortable stepping into a manager level position.

If you have any questions about the role or whether it’s right for you, we’d be happy to arrange an informal conversation. Please write to hello@spreadtheword.org.uk.

# About Spread the Word

Spread the Word is a charity and 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.

**We create opportunities for storytellers**, creatives and readers by running inclusive writing programmes, and offering practical ways for writers to get their work into the world. Our work is focused on engaging Black, Asian, Global Majority, D/deaf and disabled, LGBTQI+, working class and low-income writers, and young people. Our flagship programmes include the London-wide London Writers Awards, as well as national programmes like the Disabled Poets Prize and Wellcome Collection Non-Fiction Awards. Every year we programme and produce the Deptford Literature Festival, and in 2024, we launched a campaign to make Lewisham the UK’s first Borough of Literature. Our audience is both across London and nationwide, we also work in a hyper-local way, creating opportunities and events for the people living and working in our home borough of Lewisham. Our communications therefore operate at all these levels.

**We initiate change-making research** with social justice at is heart. Our most recent publication was [Access to Literature](https://www.spreadtheword.org.uk/access-to-literature-a-new-report-on-the-barriers-deaf-and-disabled-people-experience-in-accessing-the-literature-and-publishing-sectors/) (2022) with CRIPtic Arts 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. 2025 marks the fifth anniversary of [Rethinking ‘Diversity’ in Publishing](https://www.spreadtheword.org.uk/projects/rethinking-diversity/) (2020) by Dr Anamik Saha and Dr Sandra van Lente with Goldsmiths University, The Bookseller and Words of Colour – the first academic study in the UK which looks at how cultural production itself might disadvantage writers of colour.

**We work with partners across the cultural sphere** including Wellcome Collection, Poetry Translation Centre, Apples & Snakes, the Albany, Entelechy Arts, Triangle LGBTQ+ Centre, Lewisham Libraries and many more.

**Our vision** is a culture in which London’s diverse writers are reflected and celebrated.

We are **kind**, **brave** and **open** in everything we do, including our communications.

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

# Job Description

The Communications Manager plays a pivotal role in enhancing Spread the Word’s visibility, engagement and overall impact.

We are looking for a strategic thinker with excellent communication, project management and analytical skills, and a demonstrable commitment to equality, inclusion and accessibility. If you are empathetic, curious, creative, interested in cultural democracy, community agency and activism, and passionate about engaging people with words and stories, this role is for you!

**Job title:** Communications Manager

**Contract:** Part-time, 4 days a week (28 hours) permanent post.

**Salary:** £31,008 (£38,760 FTE) + NEST pension

**Ideal start date:** July 2025

**Line Manager:** Director

**Location:** Our office is currently based in Deptford, London. Hybrid working, at least one day 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 projects in 2025/26

* Oversee the launch of the new brand and website in time with Spread the Word's 30th anniversary in October 2025.
* Develop a communications strategy to mark the 30th anniversary, using impact storytelling to drive a donations campaign and raise the profile of the organisation.
* Develop a communications strategy to support engagement with the Lewisham, Borough of Literature campaign, ongoing since March 2024.
* Work with the Director and Programme Manager – Writer Development to re-develop our membership and donations offer.
* Continue to develop the national profile of the London Writers Awards and Wellcome Collection Non-Fiction Awards to secure ongoing funding.

## Ongoing responsibilities

### Communications

* Be responsible for managing the brand, ensuring that communications are aligned with the organisation’s mission and values.
* Develop and implement a comprehensive communications strategy in line with Spread the Word's mission and goals, taking organisational timelines into account. This will include events, launches and literary programmes delivered by Spread the Word and key partners.
* Create engaging and accessible content for platforms including social media (Instagram is currently our main channel), newsletters and our website.
* Manage the organisations communications channels including social media, newsletters and the website.
* Leading on PR, write and distribute press releases and work with freelancers as required.
* Cultivate relationships and collaborations with media outlets and influencers to increase the organisation's visibility and influence.
* Collect data about Spread the Word’s audiences and engagement. Use insights to identify growth areas and potential for diversifying audiences.
* Work with the Director to grow Spread the Word’s presence and brand awareness regionally, nationally and globally with organisations, individuals, funders and the media.
* Keep abreast of changes to communications platforms and the latest trends and updates in arts and culture communications. Apply learnings strategically to your work at Spread the Word.
* Generate new ideas to draw in audience attention and participation, measuring the effectiveness of these ideas through a test and learn approach.

### Impact Measurement

The Communications Manager, with the Director, is responsible for annual and quarterly reporting to Arts Council England (ACE) in-line with our requirements as a National Portfolio Organisation (NPO). They are also responsible for gathering useful data and audience feedback, analysing this to extract insights that can be applied to make Spread the Word more impactful in our work, and to grow our audiences.

* Benchmark the organisation against similar businesses and against relevant external data.
* Establish processes to gather audience and participant feedback across our events, workshops and programmes.
* Record data related to engagement across our digital platforms.
* Analyse data and feedback to inform strategic decision-making and improve organisational effectiveness.
* Using data, understand the audiences we work with and those we are still to reach.
* Submit quarterly events and ticketing reports to ACE using the Illuminate platform.
* Contribute data related to communications to annual reporting for ACE.

### General

* 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.
* Act as an ambassador for Spread the Word as required, representing the organisation externally in the best possible light.
* Work in collaboration with internal staff to ensure consistent and impactful messaging.
* Provide additional support as necessary, for example with preparing fundraising applications, board papers, evaluation reports, presentations, events and PR.
* Engage in training and professional development opportunities as appropriate.
* 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.

## Key Skills

### Required skills

* Excellent writing skills
* At least 3 years’ experience in communications and evaluation, ideally in a cultural and/ or charitable organisation.
* Able to project manage multiple strands of work.
* Understanding of best practice in accessible communications and digital accessibility.
* Familiarity with Canva, WordPress, Mailchimp, Microsoft 365 package, Google Drive, Buffer, Link Tree, Instagram and LinkedIn.

### Desired skills

* Video and photo editing skills.
* Experience using Illuminate, the Arts Council England reporting platform.
* Understanding of GDPR and how it applies to a small organisation.
* Knowledge of evaluation techniques, experience managing data collection processes and analysing quantitative and qualitative data to produce evaluation/ impact reports.
* Experience running successful donations and/ or PR campaigns for charitable organisations.

## 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: Tuesday 29 April
* **Deadline for applications: 12pm on Tuesday 10 June**
* Shortlist confirmed: Monday 16 June
* Task: shortlisted applicants will be asked to complete a task at a time that suits them. This will take 1hour and 15 minutes maximum.
* Round one interviews: Tuesday 24 June

Round two interviews: Tuesday 8 July

* Decision made by Tuesday 15 July, with the candidate in role as soon as possible afterwards.

Please apply by completing the questions in [the online application form](https://docs.google.com/forms/d/e/1FAIpQLSeiex3o-Sme4cxOvDCf2ybAiyhL2LmQQk0GoIcw3l58x-vjuQ/viewform?usp=dialog) 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 or a video file of no longer than 3 minutes);
* 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](https://www.spreadtheword.org.uk/wp-content/uploads/2025/04/STW-Equal-Opps-Form-April2025.docx).

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.**](https://docs.google.com/forms/d/e/1FAIpQLSeiex3o-Sme4cxOvDCf2ybAiyhL2LmQQk0GoIcw3l58x-vjuQ/viewform?usp=dialog)

The **deadline for applications is 12pm on Tuesday 10 June 2025**. Please note that late applications will not be considered. We are a writing and reading charity. Applications that are written by AI will not be accepted.

If you are experiencing any issues with your application, please contact Ruth: ruth@spreadtheword.org.uk