

Manchester City of Literature

Maternity Cover Partnerships and Communications Manager Manchester City of Literature

Independent charity Manchester City of Literature (MCOL) is looking for a dynamic Marketing Professional to cover maternity leave for our Partnerships and Communications Manager starting July 2022.

Role description:

Working in a small team of three but spanning a hyper-local and global partnership network across literary organisations in Manchester and in the UNESCO Creative Cities network, the Partnerships and Communications Manager coordinates all external communication for Manchester City of Literature. This individual must be a self-starter with excellent time management skills and a strong knowledge of the Manchester arts and culture scene.

Key responsibilities:

- Project communications on core MCOL projects such as International Mother Language Day and Festival of Libraries.
- To maintain excellent relationships with Manchester City Of Literature's partnership network of publishers, festivals, writing agencies, libraries, cultural organisations, the education sector and tourism partners.
- Coordination of freelance contracts with external partners such as designers, developers, filmmakers and other agencies. This may include writing briefs, project management and on-location visits.
- Website management (wordpress) including updating news items, managing any changes from partners, event listing filtering and updating for our What's On pages.
- Preparation of web and print marketing materials and collateral including presentations, case studies, documents etc. particularly for dissemination at UCCN and the Cities of Literature Sub-group.
- Social Media management (Facebook, Twitter, LinkedIn and Instagram).
- Manage and update the cloud-based partnership image and video library.
- Monthly newsletter curation and database management to our subscribers.
- Brand guardianship for Manchester City of Literature.
- Ensure the vision and values of Manchester City of Literature run through all communications.
- Collate information, write and upload content about other UNESCO Cities of Literature.
- Maintain monthly reporting on the marketing and communications plan and compile digital activity statistics using Google, YouTube, FaceBook, Twitter analytics, and prepare regular reports for the Board of Trustees and Funders.
- Marketing budget management alongside the Executive Director.
- Work with partners to raise the profile of literary activity in the city and coordinate reciprocal communications with the broad partnership network to ensure stakeholders

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are not only kept up to date on City of Literature activity and opportunities but are also involved in co-design of activities and are galvanized to initiate their own projects aligned with Manchester City of Literature.

- Excellent record and file keeping for each project and activity.

Essential Skills and Experience (except where indicated)

- At least 2 years' professional work experience in a relevant capacity
- Experience in managing internal and external communications
- Strong interpersonal skills and the ability to build relationships with a wide range of partners, individuals and groups
- Proof-reading experience
- Understanding of importance of house style and branding
- Experience of mailing list curation and management via Mailchimp or similar
- An understanding of GDPR and permission marketing (desirable)
- Experience of social media and updating web content
- Demonstrable digital marketing skills
- Fluent in office IT packages
- Experience of stakeholder analysis (desirable)
- Second language skills (desirable)
- Knowledge of the Manchester arts & literature sector (desirable)

Essential competencies

- Excellent command of English language, spoken and written
- Personable and confident communicating with a range of artists, collaborators and partner organisations
- Passion for literature and the wider cultural arts scene
- Self-starter, with excellent time-management skills
- Creative and flexible with a positive outlook
- Able to work well in a small team
- Efficient and willing to continuously explore ways to improve effectiveness
- Empathy with Manchester City Of Literature's vision and values
- Professional approach, with a high degree of accuracy

Desirable skills:

- Design experience
- Wordpress
- A knowledge of the arts and charity sectors (preferably in Manchester)

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Dates: Closing date: Tuesday 21 June at 5pm

Interviews: Monday 27 June

Contract starts: w/c 4 July or 11 July / by agreement

Contract: Remote working 3 days a week for 9 months until February 2023, this may include some weekend, evening and in-person commitments.

Reports to: Executive Director

Pay: £27,000 per year pro rata

Holidays: 15 days per annum, pro-rata

How to apply

Please send an application letter/video stating why you are interested in this opportunity and how you meet the points in the Skills and Experience section together with a CV. Please keep the application letter/video to no more than two sides of A4 or a 4-minute video. Please send your application and CV to ivan.wadeson@manchester.gov.uk.

Manchester City Of Literature Vision and Values:

The role holder will support the realisation of the collective vision for Manchester City of Literature, formed through conversations with stakeholders across the city, for: An innovative, distinctive, equitable, globally connected city of reading and writing, where diverse voices are celebrated, where creative talent and industries are nurtured and where literary activity changes lives. The role holder will support the Executive Director and Board in enabling Manchester City of Literature to deliver the following actions:

- Ensure diversity is at the heart of the City of Literature – truly reflecting the richness of Manchester’s voices in governance and actions;
- Encourage reading, boost literacy and promote cultural expression – celebrating the enjoyment of reading and writing as strong foundations for future success and well-being;
- Celebrate literature in its broadest sense – including but not limited to written, spoken word, dramatic and digital work;
- Widen access to, and engagement in, literary activity – including to groups and areas of the city where people are least engaged in culture;
- Nurture emerging talent and develop existing success – by strengthening networks, opportunities and progression routes for writers at all stages of their careers.
- Enhance support and infrastructure for creative industries around literature – building on the strengths of existing activity and networks and enabling fundraising and commissioning work;
- Raise the profile of literature-based cultural activity, businesses and heritage –attracting visitors to the city and promoting Manchester as a strong, literature-friendly location for publishing-based industries;

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- Strengthen international connectivity – through engagement in the UNESCO Creative Cities Network, collaborating on joint projects with other Creative Cities and sharing best practice.

The role holder will demonstrate and promote the City of Literature's core values, which are:

- Distinctive – creating distinctive cultural experiences inspired by Manchester's unique, radical character and rich cultural heritage whilst looking to the future.
- Inclusive – celebrating the rich diversity of voices in the city, building on the strengths of Manchester's people and widening participation in literary activity.
- Transformative – developing skills, nurturing creative talent and transforming lives.
- Connected – linking and supporting literary activity and enabling collective advocacy for Manchester's literary community and international collaborations.
- World-leading - a beacon for high-quality, culturally democratic, truly diverse literary activity.

If the role holder is disabled, every effort will be made to supply all necessary aids, adaptations, equipment or support to allow them to carry out the role.

www.manchestercityofliterature.com



A UNESCO City
of Literature