COMMUNICATIONS & AUDIENCE DEVELOPMENT MANAGER

JOB PACK

August 2016
About LeftCoast

LeftCoast is proud to be a recipient of a grant from Arts Council England’s Creative People and Places programme.

We are an independent organisation representing a consortium comprising: Blackpool Council Cultural Services, Wyre Council, Merlin (The Tower), Blackpool Grand Theatre, Jobs Friends and Houses and Blackpool Coastal Housing the latter being the lead consortium partner and host organisation.

Blackpool Coastal Housing manage and provide central services including Finance and HR for LeftCoast.

Within its first three years of existence, LeftCoast has been a significant catalyst for change, accelerating cultural momentum across Blackpool and Wyre. In its first year alone LeftCoast engaged with 2,600 participants in 100 workshops, created 140 different events supported by 50 volunteers and employed 3,300 artists reaching audiences of 50,000.

Quality arts experiences are seen as crucial to engaging the public. From the presentation of Motionhouse in Fleetwood, Acelere by Circolombia as part of Showzam! and upcoming dreamthinkspeak’s ABSENT through to neighbourhood commissions on Rossall Beach, play projects on Mereside housing estates, as well as extensive artists’ development programmes - LeftCoast’s work demonstrates both extraordinary variety whilst maintaining high quality.

Some of our recent and current projects include:

- **Showzam!** – Annual festival of circus and street arts in Blackpool
- **SpareParts** – A festival of travel and transport related performance as part of Fleetwood Festival of Transport
- **AB&B** – we own a Blackpool B&B! We are developing this social enterprise with everything in it as a potential artist commission [www.abandb.co.uk](http://www.abandb.co.uk)
- **Neighbourhood Commissions** – an innovative programme where communities – from beach cleaners to whole streets - become art commissioners
- **Banquet** – multiple projects with artists around food and growing culminating in a banquet where everything, even the plates are made by the communities
- **The Mount Pavilion**, Fleetwood – a programme of artist-led creative workshops for children and families in a beautiful sea front pavilion
- **ABSENT** – a collaboration with The Grand Theatre and Blackpool Winter Gardens to stage a complex theatrical installation for paying audiences by dreamthinkspeak

See our website [www.leftcoast.org.uk](http://www.leftcoast.org.uk) for many others
THE FUTURE

LeftCoast has secured a further three years funding through Creative People and Places starting in autumn 2016.

Strategically it is LeftCoast’s aim to remain ambitiously artistic, radically challenging who, how and where high quality work is experienced. Specifically, LeftCoast will deepen its aspiration to strengthen community decision making structures through further neighbourhood commissions and engagement projects with our partners - closely linking these with striking flagship projects for both residents and visitors to Blackpool and Wyre.

LeftCoast will also ensure that opportunities exist for artist development throughout and a friendly scalable ‘Ladder of Engagement’ for both audiences and participants.

HOW TO APPLY

Please download and complete the Communications and Audience Development Manager application form from LeftCoast’s website and email to maggie.saxon@leftcoast.org.uk CVs and cover letters will not be accepted.

Your application should be addressed to:
Maggie Saxon
Interim Director
LeftCoast
FYCreatives 154-158 Church Street
Blackpool FY1 3PS
Applications must be received no later than 12 noon on Friday 2nd September

Shortlisted candidates will be invited to interview no later than Tuesday 6th September 2016. Interviews to be held on Wednesday 7th September 2016
Communications and Audience Development Manager

Role Summary

To develop, manage and deliver a dynamic and pioneering communications, marketing and audience development strategy for LeftCoast, Blackpool and Wyre’s Creative People and Places programme.

The post holder will also be responsible for the management and development of the Creative Apprentice (until end of December 2016)

The job will involve four key areas:

- Development and implementation of a communications strategy.
- Development and delivery of a marketing and audience development strategy.
- Development and tactical delivery of all marketing activity for LeftCoast.
- Leading on the co-ordination of monitoring and evaluation activity for both Creative People and Places’ “place” and “national programme” frameworks.
RESPONSIBILITIES

The key responsibilities are:

Development of a communications strategy and plan

- Work in collaboration with LeftCoast’s Director and programme manager to develop an impactful, game changing PR and Communications strategy and plan that helps to re position arts, culture and creativity at the centre of Blackpool and Wyre’s future.

- To help support the development of a strategic plan and resources for arts and cultural across Blackpool and Wyre in collaboration with key cultural providers including The Grand Theatre, The Grundy Art Gallery, Blackpool Council Cultural Services and Wyre Council.

- To be the first point of contact for all media enquiries, proactively generating coverage on international, national, regional and local platforms.

- To employ all social media to raise awareness and develop brand loyalty and increase our followers.

- To build and galvanise relationships with key stakeholders, supporters and partners.

Development and delivery of a marketing and audience development strategy

- To devise an imaginative marketing and audience development strategy that generates new audiences with a specific focus on engaging with non-attenders of arts and cultural activity in Blackpool and Wyre.

- To establish and maintain LeftCoast as a “must see” brand, signifying quality, innovation and inclusion.

- To manage LeftCoast’s contact databases and develop successful customer relationship management activity.

- To manage financial and human dedicated resources for LeftCoast’s communications, marketing and audience development activity.

- To develop and manage LeftCoast’s networks and databases for arts and cultural activity in Blackpool and Wyre.

- To produce promotional material for LeftCoast activity.

- To manage and update all web based platforms for LeftCoast’s activity.

- To manage and co-ordinate monitoring and evaluation activity for LeftCoast in line with both Creative People and Places “place” and “national programme” requirements.

- To work in collaboration with Blackpool’s Corporate Development and Research team and LeftCoast’s critical friend to ensure high standards of both qualitative and quantitative monitoring documentation.

- To develop and manage creative evaluation methodologies including documentary film making.

- To be responsible for providing monitoring and evaluation data as part of quarterly management reports to Arts Council England.
PERSON SPECIFICATION

The ideal candidate for the Marketing and Audience Development Manager will be an individual who is both an imaginative strategist and a tactical, hands on manager. They will have a track record of successfully developing new audiences, particularly from less engaged communities. They will have experience of developing exciting brands and will be an exceptional communicator at all levels.

The experience, skills, knowledge and qualities required are:

**Qualifications**
GCSE Maths and English

**Experience**
- Experience of working in a senior communications and marketing role.
- A track record of leading, developing and implementing marketing and audience development strategies.
- Experience of print design, production and brand management.
- Experience of producing communication plans for media and PR purposes.
- Experience of drafting press releases and liaising with the media.
- Experience of monitoring and evaluating activity.
- Experience of using customer relationship management systems.
- Experience of managing resources including financial and human.

**Skills**
- Excellent negotiation and advocacy skills.
- Ability to manage, inspire and motivate.
- Ability to be creative and innovative, including effective problem-solving skills.

**Knowledge**
- An understanding of and commitment to a broad range of art forms and entertainment genres.
- A knowledge of the latest marketing and communication platforms, innovations and thinking.
- Knowledge and grasp of the current political and cultural climate within which the arts and cultural sector sit.
- Knowledge of Blackpool, Wyre and the North West of England is desirable.

**Personal characteristics**
- Passionate about breaking down the barriers to the enjoyment of, and participation in the arts for all.
- Understands the needs and aspirations of creative people.
- An innovative thinker who looks for opportunities to create new and imaginative experiences.
- Entrepreneurial.
- A strong communicator.
- Excited about working in Blackpool and Wyre
SUMMARY OF TERMS

**Contract:** The contract is initially for 3 years full time with the possibility of extension subject to funding.

**Salary:** c.£28,000-£30,000 depending on experience

**Notice period:** One month

**Probationary period:** Six months, with one month’s notice

**Pension:** Local government pension scheme

**Holiday:** 25 days, plus Statutory Bank Holidays
Proposed staffing structure for Leftcoast, phase 2

Artistic Director

Programme Manager

Communications and Audience Development Manager

Creative Engagement

Talent Development

Admin and Production Assistant

LEFTCOAST
Spark Drummers as part of LightPool at Blackpool Illuminations – photo: Claire Griffiths