



Communications Manager

Application Pack  
2023



Thank you for your interest in the role of Communications Manager at The Javaad Alipoor Company.

This pack contains:

- Information about the company
- How to apply
- Job description
- Summary of terms

If you would like this document in a different format, please contact [recruitment@javaadalipoor.co.uk](mailto:recruitment@javaadalipoor.co.uk).

## **ABOUT THE JAVAAD ALIPOOR COMPANY**

The Javaad Alipoor Company creates powerful multi-platform theatre that explores the intersection of politics and technology in the contemporary world.

Established in 2017 and founded by Javaad Alipoor – a British-Iranian, Manchester-based, and Bradford-built artist and writer – we are committed to making new work with diverse artists for diverse audiences and communities.

Our work is rooted in international collaboration and contemporary politics. We work across disciplines with a portfolio that includes theatre, podcasts, digital performance, research, analysis, dramaturgy, and new writing.

We recommend you read the [company's manifesto](#) to get a sense of our work:

The Javaad Alipoor Company is led by Artistic Director, Javaad Alipoor, and Executive Producer, Fenella Dawnay. The Javaad Alipoor Company is the trading name of Northern Lines, a Charitable Incorporated Organisation (CIO) based in Manchester.

## **DIVERSITY & INCLUSION**

As a company led by a British-Iranian, Manchester-based and Bradford-built Director, we are passionate about diversity, and we are committed to building a team that fairly represents our audiences and collaborators at this crucial moment in the company's development.

We know that diverse groups of people make better decisions. We would particularly like to encourage applicants from black, Asian and minority ethnic backgrounds and disabled people to apply for this role.

If you are from an ethnic background underrepresented in our sector or have a disability and can demonstrate you meet the essential criteria, we can guarantee you will be invited for interview.

Candidates who are shortlisted for interview will be given the opportunity to specify any access needs so that appropriate arrangements can be made.

## HOW TO APPLY

If you wish to apply for the position, please provide the following information by **10am, Tuesday 4<sup>th</sup> July 2023**:

- A comprehensive CV detailing your education & previous, relevant work experience.
- A covering letter (maximum two A4 sides) describing your suitability for the position and specifically how your experience matches the role, job description and person specification.
- A completed equal opportunities form. Completion of the form is optional and will be kept separate from your application. It will not be seen by the recruitment panel or form any part of the assessment of your application. Any information you provide on this form will only be used by The Javaad Alipoor Company to better understand our reach and help improve future recruitment.

Applicants should also provide contact details for two references; we will seek your permission before making direct contact with any referees. Please note that it is likely we will seek to take up one reference for candidates progressing to the second interview, prior to making an offer. This will be discussed at the first interview. All offers of employment will be subject to the receipt of satisfactory references. All applicants must be eligible to work within the UK.

Please submit your application by email with 'Communications Manager' in the subject line to [recruitment@javaadalipoor.co.uk](mailto:recruitment@javaadalipoor.co.uk).

## RECRUITMENT TIMELINE

Application Deadline: **10am, Tuesday 4<sup>th</sup> July 2023**

### Interviews

First round: **w/c 10<sup>th</sup> July 2023**

Second round: **w/c 17<sup>th</sup> July 2023**

**Contract commences: As soon as possible.**

## EQUAL OPPORTUNITIES

Candidates who are shortlisted for interview will be given the opportunity to specify any access needs so that appropriate arrangements can be made.

The Javaad Alipoor Company strives to be an Equal Opportunities Employer and to ensure that no person is unfairly discriminated against in its recruitment and selection policies and procedures. The Javaad Alipoor Company welcomes applications from all sectors of the community, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation, or any other equality characteristic and makes appointments based solely on ability to fulfil the duties of the post. We actively welcome applications from individuals with backgrounds currently under-represented in the arts. Flexible working is considered for the right candidate.

Your application and any associated personal information will be stored and processed in accordance with our Privacy Policy. We will keep your equal opportunities form for a period of 6 months, after which point the data will be anonymised and aggregated for monitoring purposes. If you are employed by us, the information you supply will be kept securely and will form part of your employment record. All information will be treated in confidence and will not be seen by staff directly involved in the appointment and used only to provide information for monitoring and evaluation purposes.



## **JOB DESCRIPTION**

### ROLE SUMMARY

Responsible to: **Executive Producer**

We are looking for a Communications Manager to support the company at a key moment in its operational development and help the team to deliver our ambitious programme for 2023 – 2026 as we join the Arts Council National Portfolio in 2023.

Working closely with the Executive Producer this role will oversee website development, content creation and audience building, providing comms support for the whole team, from social media management to designing up external documents. This role requires a candidate who is passionate about theatre and is excited to work in a dynamic and creative environment.

The Communications Manager will be a proactive, creative thinker who is highly motivated with excellent people skills. You will be confident working independently and with a team and will have experience building communications strategies and delivering the work to increase our reach to the widest possible audiences.

### KEY RESPONSIBILITIES

- Lead on and deliver an integrated communications strategy (including digital, marketing and advertising) that deepens audience engagement and develops an audience base across locations.
- Manage and keep oversight on communication scheduling, with a focus on realistic deliverables.
- Work closely with the Executive Producer and Artistic Director to understand and advance the aesthetic of The Javaad Alipoor Company brand and profile.
- Lead on creation and delivery of digital, branded, and recorded assets and other recorded content as needed for the company and individual projects.
- Manage all company social media channels ensuring content is both brand-consistent and creative.
- Support in cultivating and managing relationships with a range of stakeholders and partners that may not be project specific but company relevant.
- Undertake any additional tasks as may be required by the Artistic Director and Executive Producer.

### PERSON SPECIFICATION

You will be passionate about theatre with proven ability to deliver high quality campaigns for projects and tours.

You will have a sound knowledge of brand building across multiple digital platforms. You will be well networked and be able to develop relationships with multiple partners.

### Skills & Attributes

- Are you self-motivated and proactive?
- Do you have a proven ability to work independently or with people from a wide variety of backgrounds?
- Do you have a proven ability to deal with multiple work-streams with a range of deadlines?
- Are you resilient and able to adapt and respond to changing circumstances and work through problems methodically & practically?
- Are you positive, approachable and personable, with a can-do attitude?
- Are you willing to share ideas, resources, and information with others?
- Do you have excellent and confident communication skills with great attention to detail?

## Knowledge & Experience

### Essential

- At least three years' experience working in arts marketing.
- Experience of crisis communications management.
- Experience responding to a wide range of partners and stakeholders.
- Experience of successful budget management.
- Proven track record growing audiences in an arts/performance context.
- Proven track record attracting diverse audiences to cultural events.
- Experience working nationally and in an international context.
- Experience using audience data to inform marketing strategies.
- IT literate, with a good working knowledge of Microsoft Office packages and Google Drive.
- Commitment to Equality, Diversity and Inclusion.
- Empathetic, willing to help and collaborative attitude.

### Desirable

- Experience in content creation, including filming and editing.
- Familiarity with Adobe suite including Indesign, and Canva.
- Experience bringing audiences to new locations / place-making projects.
- Experience in website building.
- Experience of digital storytelling and/or creative technology.
- Good working knowledge of current marketing and PR trends.

---

## **SUMMARY OF TERMS**

<b>SALARY:</b>	£38,000 per annum (pro-rata)
<b>CONTRACT:</b>	2 days per week, permanent
<b>ANNUAL LEAVE:</b>	25 days holiday per annum pro rata + UK bank holidays. (Holiday year runs 1st April to 31st March).
<b>PENSION:</b>	3% employer contribution
<b>WORKING HOURS:</b>	Standard 8 hours (including lunch break) per day (usual office hours 10am-6pm). Due to the nature of the role, some evening or weekend work may be required.
<b>PROBATION:</b>	Three months, during which either party may terminate the contract with four weeks' notice.
<b>NOTICE PERIOD:</b>	Two months following the successful completion of the probation period.
<b>PLACE OF WORK:</b>	This is a Manchester-based role.