



## Application Pack

### Senior Communications Manager

Contract: Freelance between 2-3 days per week depending on delivery requirements.

Fee: £200 per day.

Term: fixed term beginning late August 2022 to March 2023.

#### About the Role

Are you an experienced and versatile marketing professional looking to work with an innovative, dynamic team in the arts sector? We are seeking a practical, hands-on Senior Communications Manager to implement our marketing strategy.

We are a Bristol-based arts charity committed to nurturing internationally significant live art for artists, audiences and local collaborators in the UK. Our mission is to bring people together with the bravest artistic voices to create extraordinary art and festivals in unexpected places.

IBT artworks take place locally, nationally and internationally in major cultural centres, iconic sites and community gathering places. From forests, to caves, warehouses and docksides, streets, theatres, galleries, bridges, and people's homes, we produce incredible artworks, with, for and by the people of our wide-reaching communities.

You can find out more about us through our [website](#) and [social media](#).

We are an open, energetic, committed team and can be flexible about how this role can work for you. We can offer additional training, depending on your experience, for example in Mailchimp, Wordpress, Capsule CRM as well as access to UWE Digital Training and Green Growth Skills courses. We can't wait to meet you!

#### Main objectives of the role

- Day-to-day content creation and maintenance of digital platforms including wordpress website, social media channels, e-newsletters.
- Create and execute multi-channel marketing campaigns for project-based work such as [We Are Bristol](#), and campaigns similar to [IBT WILDNESS](#)
- Create compelling copy, graphics and video for digital and other channels working with producers, artists, designers, photographers and filmmakers
- Plan and buy digital media to promote events and activities across relevant channels
- Contribute to the wider PR plan including management of profile of Artistic Director/Co-CEO
- Ensuring our digital presence and messaging consistently aligns with our overall artistic strategy and festival brand in terms of being a welcoming and high-quality space for the exploration of radical art and ideas
- Budget management and reporting
- Support IBT team with stakeholder communications, fundraising and individual giving
- Track and report audience analytics
- Gather and interpret audience and market intelligence to identify campaign effectiveness and inform strategic planning

In Between Time, Bush House, 16 Narrow Quay, Bristol, BS1 4QA. Email: [admin@inbetweentime.co.uk](mailto:admin@inbetweentime.co.uk).

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## Essential Skills and Attributes

Skills and experience required include:

- Strong digital communications across owned, paid and earned media including website, wider digital platforms and media networks.
- Excellent written and verbal communication skills
- Ability to design & create basic campaign assets using Canva, Adobe Indesign and/or Photoshop
- Ability to undertake self-directed working and time manage across flexible working hours
- Experience working in small teams across strategy and practical delivery
- Strong project management, multitasking, and decision-making skills
- Proven experience developing audience strategies, marketing plans and campaigns and objective setting aligned to business plans
- Metrics-driven marketing mind with eye for creativity and innovation
- Proficiency with online marketing and social media tools
- Experience of line management of freelance contractors

**Deadline for responses 12pm Monday 25th July**

**Virtual interviews will be held on 27th & 28th July**

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Supported using public funding by  
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