



Job Description

TITLE:	Communications and Events Manager
HOURS:	35 hours per week (1-2 days per week can be worked from home)
SALARY:	£34,000 per annum
REPORTING TO:	General Secretary
RESPONSIBLE FOR:	Communications Assistant and SALON editor
KEY RELATIONSHIPS:	Senior Management Team (SMT), Executive Assistant and Venue Hire Manager

OVERALL PURPOSE OF THE JOB

The Society is a 300-year-old fellowship of around 3000 individuals that act together to encourage the study and knowledge of the material past of Great Britain and other countries.

The Communications and Events Manager is responsible for:

- Designing and executing a communications strategy to support the strategic initiatives of raising the profile of the Society, its Fellowship, its collections (both at Burlington House and Kelmscott Manor) and its charitable aims (conservation, research and dissemination);
- All internal and external communications for the Society, including digital content creation, social media, website development, marketing and PR.
- Developing and organising the Society's events programme which includes lectures, seminars, conferences and public events programmes.

DUTIES AND RESPONSIBILITIES

Communications

- Communications Strategy
 - Developing and implementing the Society's communications strategy
- Fellowship communications including:
 - Organising and compiling four postal mailings per annum, including two newsletters (Fellowship News), two programme and events cards, an annual review, and various governance documents.
 - Managing the editor of the fortnightly e-newsletter, Salon, and ensure regular contributions from elected Officers and Trustees.



SOCIETY OF ANTIQUARIES OF LONDON

- Regular e-communications to Fellows for important announcements; including mailings, events, governance announcements, Christmas e-card, news and updates.
- Supporting Society's regional Fellowship Groups' communications.

- Public communications including:
 - Organising and distributing press releases, managing related press enquiries, press events and crisis PR.
 - Publishing news content to the public 'news' area of the website.
 - Liaising with the Library and Collections staff at Burlington House and Kelmscott Manor to maintain a social media presence for both sites on Facebook and Twitter, ensuring regular content is produced and social media monitored.
 - Liaising with the management team (including managers at Burlington House and Kelmscott Manor) to coordinate the production of all public-facing literature, such as leaflets and flyers.

Events Programme

- Working with the General Secretary to develop further regional and international groups.
- Managing or supporting other members of staff in developing and delivering public events such as public or group tours, exhibitions, or collaborative events with other courtyard societies (such as joint exhibitions, lectures, tours or the annual 'Open House London' event).
- Liaising with the Senior Management Team (but specifically Head of Development as well as Head of Library and Museum Collections and Property Manager) for fundraising campaigns and assist in the organisation of fundraising events.

- Liaising with the Head of Development, Head of Finance and Resources, Executive Assistant, and Property Manager (Kelmscott Manor) to support income-generation through venue hire at Burlington House and Kelmscott Manor.

Website

- Responsible for the development and day-to-day maintenance and monitoring of the Society's website (which supports both Burlington House and Kelmscott Manor operations) and includes a Fellows area.

Other

- Line management of the Communications Assistant (who supports activities listed above) and the SALON Editor.
- Oversight and control of an annual communications and events budget.
- Liaising with the management team to ensure the corporate house-style is applied to all printed materials and communications.
- Managing production and marketing of Society merchandise including Christmas cards and clothing accessories.
- Undertake any other tasks and duties reasonably required by the line manager and/or Society.



PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
Training, Experience and Qualifications	
<ul style="list-style-type: none"> • Educated to degree level or equivalent experience in a heritage sector discipline or a marketing and communications discipline. • Empathy and commitment to the objectives of the Society of Antiquaries. • Experience of writing, editing and designing newsletters (print and online) and advertisements (print and online) • Experience in content creation for digital use including social media platforms • Experience writing, editing and distributing articles and press releases • Experience of developing and delivering a clear communications strategy. • Experience of updating and maintaining websites, as well as using Google Analytics to monitor website traffic and to set and meet website engagement objectives • Experience of Event Management both in person and online. • Experience using video conferencing software • Experience using YouTube and video editing 	<ul style="list-style-type: none"> • Experience of developing communications strategy. • Experience of communications in a membership organisation. • Experience of communications, especially marketing and public relations, for a heritage organisation • Experience of crisis PR • Experience in designing and implementing paid promotions for social media (Facebook and Twitter)
Knowledge and Skills	
<ul style="list-style-type: none"> • Excellent verbal and written communication skills for a variety of audiences. • Accuracy and attention to detail. • ICT skills related to use of Microsoft Office applications (mainly Word, Excel, PowerPoint). • Ability to design print and digital communications using Adobe Creative Suite software (InDesign, Illustrator and Photoshop). • Ability to design, distribute and analyse e- communications (specifically using MailChimp, Constant Contact, or similar). • Expertise using website content 	<ul style="list-style-type: none"> • Familiarity with HTML • Ability to design, distribute and analyse online surveys (using Survey Monkey, Smart Survey • Knowledge of the cultural heritage sector, and in particular museums and galleries, general historic environments.



ESSENTIAL	DESIRABLE
<p>management systems (particularly WordPress, other similar systems incorporating both HTML and rich-text editors).</p> <ul style="list-style-type: none">• Ability to deal professionally with a broad range of people from diverse backgrounds.• Flexible and proactive approach to work	
Interpersonal Skills	
<ul style="list-style-type: none">• Maintains and expects high standards of honesty and integrity.• Confident, creative, motivated individual, capable of using own initiative; good team player.• Be able to integrate closely into a small professional team at Burlington House, as well as the remote team at Kelmscott Manor.• Able to build close working relationship with the General Secretary and the Society's Officers.	<ul style="list-style-type: none">• Line management experience
Particular Circumstances to consider	
<ul style="list-style-type: none">• To be prepared to be flexible in working hour patterns.• Evenings to 19.00 (Particularly Thursdays, October - May) and occasional weekend work.• To be prepared to travel occasionally around the UK to Fellows regional groups	