



Chetham's

JOB DESCRIPTION

Job Title:	Head of Communications
Starting salary:	£47,451
Fixed term:	Maternity contract (9-12 months)
Start Date:	October/November 2024 (subject to relevant checks)
Responsible to:	Creative Commercial Director
Hours of work:	35 hours per week, some flexible working, with occasional evenings and weekends
Holiday entitlement:	25 days per year plus bank holidays

CONTEXT:

Chetham's is home to three extraordinary places - Chetham's School of Music, Chetham's Library and Stoller Hall – and we are united by one vision which is to bring people together

Chetham's School of Music is the largest specialist music school in the UK, an Independent School and a charity. We are the only one in the North of England and every year, we welcome around 330 gifted students, aged between 8 – 18, from the UK and overseas. We provide financial support to 90% of all students and a quarter do not pay any fees at all. This is possible thanks to funding from the Government's Music & Dance Scheme and the generous support of our donors.

Chetham's Library was founded in 1653 and is the oldest surviving public library in Britain. Our Library collection is one of national and international importance and spans over 250,000 books, prints, maps, photographs and manuscripts. Highlights include first editions of Isaac Newton's Principia Mathematica and John Milton's Paradise Lost as well as the desk where Karl Marx and Friedrich Engels famously worked on the Communist Manifesto.

Stoller Hall is a 482-seat auditorium and is the only small scale, acoustic chamber music venue in the North-West of England. This RIBA award winning space was designed by Stephenson STUDIO and the outstanding acoustics conceived by ARUP. Since opening in 2017, the venue has become a popular space for recitals, recordings and workshops and delivers an ambitious series of performances and conferencing events.

PURPOSE:

We are looking for a Head of Communications to cover a 9–12-month maternity contract. This is a senior role, and you will have strategic oversight of all communications, both internal and external, relating to the three arms of the organisation.

Reporting to the Creative Commercial Director, you will manage a team to implement our communications strategy to reach new audiences, build a positive reputation, and drive engagement.

You will also provide senior support to the Development team, responsible for fundraising bids, donor events and communications with trusts and foundations and individual givers.

You will be creative and hands-on, have excellent team working, interpersonal and verbal and written communication skills, and you will be passionate about our unique organisation.

There is a particularly strong focus on marketing events, our impactful creative engagement programme, recruiting students from across the world for Chetham's School of Music, and internal communications.

KNOWLEDGE AND EXPERIENCE

The Head of Communications will:

1. Provide strategic advice on communications issues to people at all levels within the organisation.
2. Have an excellent creative eye and the ability to produce content for multiple platforms.
3. Have a strong grasp of brand, mission and values, and tone of voice.
4. Possess excellent interpersonal and communications skills to build relationships with stakeholders at all levels as well as media contacts.
5. Have a passion for internal communications, as well as external.
6. Be able to prioritise key tasks while working on a range of projects for Stoller Hall, Chetham's School of Music and Chetham's Library.
7. Be an adept and supportive line manager.

Desirable

1. Knowledge of classical music.
2. Experience with a venue ticketing system or other CRM (e.g. Spektrix, Tessitura, SRO, Ticketsolve) and newsletter software.

GENERAL RESPONSIBILITIES

The Head of Communications will:

- Manage media relations, placing proactive stories with the press and responding to enquiries and crises.
- Management of relationships with external agents including photographers, film makers, PR agencies, branding agencies, freelancers and other partners.
- Provide senior support to the Development team, reviewing and submitting fundraising bids, overseeing stakeholder events and coordinating communication with trusts, foundations and individual givers.
- Be the strategic lead on crisis communications.
- Devise and collate bespoke content and case studies to support, celebrate and reflect the work of Chetham's.
- Drive social media communications across all faces of the organisation, closely planning and monitoring campaigns and working with colleagues and students to capture and share image and video content demonstrating the full range of Chetham's activity.
- Manage the graphic design of all promotional materials and communications, ensuring all materials are of a high quality and in keeping with Chetham's brands.
- Manage the organisation's advertising in collaboration with the Marketing Manager.
- Close collaboration with colleagues across the organisation, including immediate colleagues and wider teaching and events staff, to gain a thorough overview of activity and opportunities to generate positive news.
- Direct interaction with young people aged 8-18, supporting and safeguarding students involved part in filming and interviews, building student involvement in social media and news generation, and engaging or mentoring students in the work of the department.
- Prepare, manage and monitor communications budgets, maintaining strong financial control and managing the work of external contractors.
- Represent Chetham's at citywide, regional and national forums and networks

Responsible for:

- x2 Graphic Designer (job share)
- Content Creator
- Part-time development Administrator
- Senior Development Manager (currently being recruited)

CHILD PROTECTION AND SAFEGUARDING CHILDREN

As a post holder I recognise my responsibility to promote and safeguard the welfare of children and young people for whom I am responsible, or with whom I come into contact. I will adhere to and ensure compliance with Chetham’s Child Protection and Safeguarding Policy and related documents (available at www.chethams.com) at all times. If, in the course of carrying out the duties of the post, I become aware of any actual or potential risks to the safety or welfare of students at Chetham’s, I have a duty to follow the reporting routes and to report any concerns to the Designated Safeguarding Lead or to the Head.

Our Policy and Procedure is in line with national directives and must be adhered to by all staff. Chetham’s is committed to the development of good practice and sound procedures. We will always endeavour to fulfil our duty to challenge or intervene in order to protect all students at Chetham's. Concerns and referrals will be handled in a sensitive and professional manner which will support the needs of students and staff. Chetham’s recognises the contribution it can make to protect and support students.

OUR MISSION AND VALUES

Our mission is to bring people together through the power of music and education.

We are driven by our values to make music and education for accessible, to enrich the lives of people in Manchester and beyond and improve wellbeing through music and learning.

I agree that I have read and understood the attached job description.

Employee’s name.....

Employee’s signature.....

Date.....