



COMMUNICATIONS MANAGER JOB DESCRIPTION AND PERSON SPECIFICATION

ABOUT US

The Royal Society of Literature is one of the oldest learned societies in the UK, and Britain's charity for the advancement of literature. Founded in 1820 'to excite literary talent and reward literary merit', we continue to meet these ideals, particularly with the launch of the RSL 200 five-year festival celebrating the best writing past, present and future, across the UK.

With our Fellowship of around 600 distinguished writers at our core, the RSL acts as a voice for the value of literature, engages the public in literature, and honours and encourages great writers, at all stages of their careers. We believe that literature matters, and across our public events, publications, awards and prizes and outreach programmes, we celebrate the transformative power of literature to shape society and to change an individual life.

We are seeking an organised and motivated Communications Manager, committed to extending the reach of literature to people of all backgrounds and experiences and across the UK. The Society has a strong team ethic, and the successful applicant will join the rest of the team in working towards the organisation's wider activities, as well as those specific to their own role. We believe literature is for everyone, and are committed to diversity, equality, and inclusion.

ABOUT THE ROLE

This is an opportunity for a dynamic and highly organised Communications Manager to join the Royal Society of Literature's small, collaborative team.

Reporting to the Director, you will set out a new Digital Strategy, overseeing the RSL's communications and audience development. You will collect and analyse data to read and respond to our current audiences, and grow new audiences for our public events programmes, increase Membership, drive donations, and increase income generation in line with the organisation's aims and charitable objectives.

The postholder will be leading on the development of a new website and refresh of the brand in 2021. This is an exciting time to join our team and diversify the RSL's growing programme of work.

We are a highly committed team of people dedicated to our work and are looking for a skilled and capable candidate to champion what the RSL does, to all in our current community, and beyond to new audiences.

ROLE DESCRIPTION

- Job Title:** Communications Manager.
- Location:** Currently working remotely, with a return to the RSL office at Somerset House, London, WC2R 1LA, later in the year. Equipment will be provided as necessary to ensure adequate resources for working from home until then. Flexible working arrangements can be discussed at point of interview.
- Reports to:** Director, Molly Rosenberg.
- Contract:** Permanent, subject to a six-month probationary period.
- Salary:** £29,000-£32,000 per annum depending on experience, to be agreed at time of appointment.
- Hours:** Full-time, 35 hours a week, Monday to Friday, 10am to 6pm. Some flexibility of hours and occasional homeworking may be negotiable once the team return to the office. Evening and some weekend working will be required for RSL events, with Time Off in Lieu available for hours worked outside of those contracted.
- Holiday:** 25 days per year (of which 10 days may be taken during the Probationary Period) + Bank Holidays + two closed days between Christmas and New Year.
- Pension:** The RSL contributes between 5% and 8% of staff members' salaries (dependent on employee contributions), as part of an auto enrolment pension scheme.

RESPONSIBILITIES

STRATEGIC AND AUDIENCE DEVELOPMENT

- Plan and deliver a digital strategy and creative audience development initiatives in line with the overall aims and objectives of the RSL.
- Identify trends in RSL engagement (from Membership sales to website page visits) to oversee the development and implementation of campaigns extending RSL reach.
- Lead innovation in marketing strategies, materials and technologies that may provide new opportunities.
- Effectively communicate and promote all aspects of the RSL's work with the support of the wider team including Events, Membership, Outreach and Awards and Prizes. Devise communications campaigns clearly establishing target audiences.
- Take the lead on managing procurement of a new RSL website with a digital developer, supported by the General Manager.
- Work with the RSL's brand developer towards a refresh of the RSL's branding. Ensure correct and consistent application of the visual identity, tone of voice and brand guidelines throughout the organisation.
- Ensure that tone, visual style, and messaging are consistent throughout platforms and take a pro-active approach to ensure the accessibility of RSL online communications.

- Develop and maintain relationships with stakeholders including partners, venues, including reciprocal communications links with peer literature and wider arts organisations.
- Collaborate with the RSL's PR company Bread and Butter, providing them with timely information on Awards or Events activity for press releases and coverage.

MAIN DUTIES

DIGITAL SYSTEMS MANAGEMENT

- Maintain and develop the RSL's online presence through managing the website to ensure this represents all aspects of the organisation's work and is accessible.
- Ensure the smooth running of the RSL's online events booking system along with the General Manager and Events and Outreach Manager.

CONTENT CREATION AND DELIVERY

- Manage the RSL's social media accounts, engaging with our audiences to increase reach, interaction, and awareness.
- Create and distribute regular email newsletters, keeping the organisation's mailing database up to date, as well as growing the audience and ensuring it is GDPR compliant.
- Work with the RSL Programmes Assistant to edit and upload audio and video from RSL activities to RSL platforms.
- Work with the RSL's Literary Advisor, freelance designer, General Manager and Director to produce the yearly *RSL Review* magazine, and quarterly *Our Mutual Friend* newspaper. Including commissioning of work and acquisition of content and photographs.
- Produce materials for Events and Outreach including pamphlets of writing and programmes with the Events and Outreach Manager and Programmes Assistant.
- Support the Events and Outreach Manager in producing live-streamed digital events.
- Live tweet events along with the Events and Outreach Manager.
- Design adverts, flyers, and posters to be featured in other publications, as well as selling advertising to other organisations to be featured in the *RSL Review*.
- Work with the General Manager and freelance designer to produce RSL merchandise to sell in the RSL's online shop and at events.

MONITORING AND EVALUATION

- Use data to measure the success of campaigns, reporting on performance to the wider team and building future communications around results.
- Collate digital analytics monthly, using a variety of tools, reporting to the RSL's governing Council on a quarterly basis.
- Provide relevant audience insight and analysis reporting to the team to inform programming decisions and to measure performance.
- Support the Events and Outreach Manager with evaluation of Events and Outreach programmes.
- Solicit feedback on a range of projects and use responses to improve work going forward.

ADDITIONAL

- Deliver RSL communications within the agreed budget with the Director.
- Work with the freelance Finance Manager on financial administration relating to communications, such as advertising invoices.
- Work with the General Manager to oversee the work of and train RSL Trainees (from Creative Access or other organisations).
- Identify and undertake relevant training and personal development opportunities as required to maintain an appropriate skill set and technical awareness for the role.

PERSON SPECIFICATION

EXPERIENCE

- A minimum of three years' experience of managing websites, social media channels and press, preferably within an arts or culture context.
- Experience of communicating – in person and in writing – with a wide range of stakeholders including writers and other artists, Trustees, and sponsors.
- Experience of meeting complex challenges to ensure communications are delivered on time and to budget, especially through reciprocal partnerships and innovation.
- Proven success in raising the profile of an organisation; demonstrable experience of audience development.
- Experience of creating dynamic content for a diverse range of audiences across multiple digital and print channels.
- Experience of coordinating a wide range of activities and the ability to work in a fast-paced environment, prioritise and meet deadlines.

KNOWLEDGE AND SKILLS

- A high level of competence in working with CMS (currently WordPress), Microsoft Office Suite, Adobe Creative Cloud, audio and video editing software and CRM databases.
- Exceptional attention to detail in project management and written communications.
- Excellent interpersonal skills, adept at winning support from a wide range of people and working closely with colleagues across programmes.
- Independent and highly organised in managing a complex workload and meeting numerous deadlines.
- Demonstrable success developing and/or implementing meaningful and relevant measures to evaluate success in audience growth, generating insight and analysing data and feedback in order to inform decision-making and improve audience engagement.
- Highly organised with an ability to work across tasks, with exceptional time management skills.
- Thrives in a busy and demanding office environment within a small team.
- Professional, upbeat, and confident tone in all communication (e.g., email, social media, telephone).
- Strong understanding of brand and tone of voice.

ATTITUDES AND VALUES

- Enthusiasm for the work of the RSL.
- Demonstrable commitment to equality of opportunity, accessibility, and inclusion in literary culture of people from all backgrounds.
- Genuine and demonstrable enthusiasm for working collaboratively in a small, busy team, working together to achieve the RSL's objectives.
- Pro-active and positive approach to solving problems, with energy and stamina in the face of pressure.
- Flexibility and willingness to learn.
- A conscientious approach to all areas of work, particularly in completing projects, meeting challenges, and ensuring all external communications are efficiently run.
- Ability to focus own role on the needs of the organisation, decide priorities and plan how to achieve them effectively.
- A passion for working in the charity sector, with a particular interest in arts, culture, and heritage organisations.

EQUALITY AT THE RSL

The RSL supports equal opportunities, and the ethos of respect and compassion for each other and the communities we work with runs through everything we do. We believe literature is for **everyone**, regardless of their ethnicity, gender identity, disability, culture, religion/belief, sexual orientation or age. We value and celebrate diversity and encourage applications from people under-represented in the creative industries, particularly candidates from Black, Asian and Minority Ethnic communities, and disabled candidates.

We support reasonable adjustments and will work with candidates to meet the demands of the role, making adaptations where necessary. If you require information in a different format or have any questions regarding accessibility – in relation to the application process or the role – please contact Martha Stenhouse, martha.stenhouse@rsliterature.org.