

# Communications Manager

## Job Description & Person Specification

**Salary:** £37,000 FTE / £18,500 actual salary [Band 6]  
**Hours:** 17.5 hours pw | 10 month fixed term contract (Maternity cover)  
**Based:** Hybrid (working between Wigan Pier and home)  
**Reports to:** Head of Communications & PR



# Communications Manager

---

## The organisation

Curious Minds is a national charity established in 2009, that exists to help every child and young person to flourish through arts and culture.

We make exceptional arts and cultural education possible by nurturing the diverse and skilled workforce that is essential to delivering it.

Our team brings together an eclectic mix of expertise from across education, the arts, research, policy and the creative industries. From teachers and artists who teach, to cultural leaders and specialists in strategic partnerships, inclusion and workforce development, we're united by a shared belief that creativity changes lives. Together, we mobilise ideas, forge meaningful partnerships and create lasting impact in communities across the country.

Through our professional development programmes, school partnerships and pioneering initiatives, we equip teachers and artists who teach with the knowledge, confidence and networks they need to deliver an arts-rich education to inspire the next generation.

## The role

The Communications Manager plays a key role in crafting and delivering Curious Minds' communications strategy. You will ensure our voice is clear, cohesive, and compelling across all channels, by engaging partners, stakeholders, funders, and the wider public to support our mission and purpose.

This is a hands-on, strategic role, ideally suited to someone who combines creative flair with strong project management skills and a meaningful understanding of the cultural and education sectors.

Reporting directly to the Head of Communications & PR, you will work with a small team of marketing professionals, as well as supporting the communications requirements of the wider team.

# Job specification

## Strategy & Planning

- Plan and review multi-channel campaigns that support organisational goals, programme delivery, and advocacy.
- Work closely with senior leadership to shape messaging and manage reputation.
- Plan and deliver integrated marketing and communications campaigns for Curious Minds' products, services and programmes, working collaboratively with colleagues across the organisation.

## Content & Storytelling

- Create and commission high-quality content for digital, print and social media platforms (e.g. articles, blogs, videos, newsletters, case studies, impact stories).
- Act as a brand ambassador for Curious Minds and maintain a strong and consistent brand voice and personality across all communications platforms.
- Be a key player in the development and maintenance of the Curious Minds website, social media platforms and digital assets.

## Data & Analytics

- Manage the planning and delivery of email marketing, as well as supporting the management and growth of Curious Minds' email marketing and physical mail recipient lists, in line with GDPR regulations.
- Support the production and analysis of data gathered from web analytics and other tools, to monitor the effectiveness of communications output.

## Media & PR

- Draft press releases, statements, and media responses, if required.
- Act as a point of contact for press enquiries and manage crisis communications, if needed.
- Support the management of media profiles for senior management, subject matter experts and notable representatives in the Curious Minds population.

## Stakeholder Engagement

- Support internal teams to communicate effectively with partners, funders and participants.
- Support colleagues with internal communications activities.
- Develop and manage stakeholder mailing lists, newsletters and engagement plans.

## Monitoring & Evaluation

- Track overall performance of campaigns using appropriate analytics and feedback tools.
- Report on communications KPIs to senior leaders and funders.
- Monitor and analyse social media performance and insights to inform campaign planning, content optimisation and paid advertising activity.

## Relationship Management and Collaboration

- Manage relationships with external marketing and communications support organisations, associate contractors or freelancers, if required.
- Manage relationships with external suppliers (designers, videographers, printers).
- Champion a culture of storytelling and visibility across the organisation.

## Cultural Learning Alliance support

In addition to supporting the marketing and communications activity of Curious Minds, this role will also provide communications support to our trusted partner, the Cultural Learning Alliance (CLA), helping to raise the profile of its work and engage partners across the sector.

Responsibilities include (but are not limited to):

- Updating and maintaining the CLA website.
- Supporting the production and distribution of the CLA monthly newsletter.
- Copywriting, proofreading and editing content for a range of audiences.
- Liaising with internal colleagues and external partners to gather information and develop communications content.
- Supporting the planning and delivery of integrated marketing and communications campaigns.

## Person Specification

### Essential

- Proven experience in a communications role, ideally within the arts, culture, education or charity sectors.
- Excellent written and verbal communication skills, with a flair for storytelling.
- Strong understanding of digital communications and social media strategy.
- Experience of managing website content and content management systems.
- Highly organised with strong project management skills.
- Commitment to equity, diversity and inclusion in communication practices.

### Desirable

- Knowledge of the cultural education landscape and policy context.
- Design and multimedia skills (e.g. Canva, Adobe Creative Suite).
- Experience using content management systems and tools like Mailchimp, Eventbrite, Google Analytics and Ticket Tailor.

## Common Requirements for all Posts

- To undertake any other relevant duties deemed necessary by the Chief Executive.
- To be active in seeking out opportunities for development and income generation.
- To ensure adherence to Curious Minds' policies and procedures.
- To regularly update the CRM (Salesforce).
- A willingness to occasionally work anti-social hours, including evenings and weekends.
- A willingness to travel throughout the region, if required
- To represent Curious Minds at regional and national meetings as required.

# The 7C's Behaviour Specification

| Attitude                    | Behaviour                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>We are Curious</b>       | <ul style="list-style-type: none"> <li>• I look for opportunities and solutions (e.g., for income generation and organisational development)</li> <li>• I am open to new ideas, come up with new ideas and am willing to try new things.</li> <li>• I aim for best practice and, whenever possible next practice in my area of work to be a trailblazer.</li> </ul>                                                                                                            |
| <b>We are Courageous</b>    | <ul style="list-style-type: none"> <li>• I am willing to be challenged about my own work and to challenge others where I can offer positive solutions for change.</li> <li>• I am ambitious for myself and for the organisation, am proactive and take the initiative. I don't just talk about it, I do it!</li> <li>• I am comfortable with complexity; willing to start the journey without a map.</li> </ul>                                                                |
| <b>We Celebrate</b>         | <ul style="list-style-type: none"> <li>• I celebrate my own and my colleague's success, whether little or big.</li> <li>• I am a strong ambassador for Curious Minds, proud of the brand and promote it widely.</li> <li>• I am a strong ambassador for arts and culture for children and young people and celebrate their successes too.</li> </ul>                                                                                                                           |
| <b>We Collaborate</b>       | <ul style="list-style-type: none"> <li>• I'm not just a sole trader, I am aware of the impact I have, and can have, on others' work and actively contribute to the success of my colleagues.</li> <li>• I communicate well and am present at team meetings and contribute meaningfully to team discussion and planning.</li> <li>• I am committed to enabling creative collaboration and work positively towards this goal.</li> </ul>                                         |
| <b>We Care</b>              | <ul style="list-style-type: none"> <li>• I am respectful, courteous and aware of the impact my actions and emotions have on others. I express my feelings and control my emotional response appropriately.</li> <li>• I care about children and young people and believe in the value of arts, culture and creativity.</li> <li>• I value resources, financial and physical and use them wisely keeping in mind issues of equality, accountability and transparency</li> </ul> |
| <b>We are Conscientious</b> | <ul style="list-style-type: none"> <li>• I plan my workload to manage my time and achieve my goals.</li> <li>• I come prepared to meetings and think before I speak/act.</li> <li>• I deliver on my commitments, give attention to detail, arrive on time, present myself professionally, meet all deadlines and respond promptly to all enquiries.</li> <li>• I am reflective and reflexive and willing to adapt.</li> </ul>                                                  |
| <b>We are Credible</b>      | <ul style="list-style-type: none"> <li>• I am honest and truthful.</li> <li>• I know my stuff and keep up to date with latest developments. I say when I don't know something and am willing to learn.</li> <li>• I am confident and professional, knowing when to speak and when to keep quiet.</li> </ul>                                                                                                                                                                    |