



HEAD OF MARKETING & COMMUNICATIONS APPLICATION PACK

We're looking for a strategic & creative Head of Comms to drive our brand, marketing & digital activity.

Are you passionate about good design? Does bad brand execution make your skin crawl? Can you inspire? Do you care about the design of our cities and want a job with purpose?

ABOUT US

Design West is a global centre of excellence for design & placemaking, based in Bristol.

Our programmes inspire, inform & involve people in the design of the world around them. We work across sectors & society to innovate, co-design & challenge. We are international & local, bringing the best people together to shape better places.

A registered charity, our mission is to inspire the public, politicians & professionals across the built environment to design, better, healthier, places to live, work & relax.

Our vision is a world designed for life.

Over the past 18 months we have rebranded & transformed our harbourside home into a stylish new venue & café-bar. Established as a leader in design & placemaking we have recently expanded our services across the whole of the South West, working from Cornwall to Exeter to Bristol & Swindon. We now seek a talented & passionate Head of Communications to drive the new business plan for our innovative charity.

Our Values: We are collaborative, creative, expert, independent, open & visionary.

- **Inspirational Programmes:** Our world class public programmes inspire & involve. From the Stirling Prize to Negroni Talks, city tours (Bristol Open Doors) and an exciting new awards strand.
- **Design Consultancy:** Our Design Review Service drives the development of better, greener more sustainable places right across the South West.
- **Placemaking:** We bring people together to co-design & vision great places. We collaborate with public & private sectors, leading with creativity & community.
- **Education:** Our award-winning Shape My City programme accelerates the best diverse talent in partnership with schools, universities & the private sector.
- **Strategy & Policy:** We support local government to address the challenges of today.

ROLE SUMMARY

Job Title: Head of Marketing & Communications

Employment Basis: 37.5 hrs/wk (full time). 0.8 FTE considered.

Salary: £38,000 - £40,000

Employer: Design West

Location of Post: Design West, 16 Narrow Quay, Bristol, BS1 4QA

Reporting to: Director

Probationary Period: 6 months

Period: Permanent

Holiday: 25 days, plus bank holidays pro rata

All offers of employment are subject to the receipt of satisfactory references.



MAIN PURPOSE

We seek an exceptional individual to lead our marketing & communications activity. As Head of Marketing & Communications you will lead our inspirational brand & drive the growth of our services, audiences & cross-sector relationships. You will have a strategic head, an eye for design, excellent copy-writing skills, a strong understanding of digital & great networks.

You will be self-driven with entrepreneurial flair & a nose for where to invest time & money to deliver impact.

Design West has been through an exciting transformation, tripling in turnover, growing audiences & changing our home. You will play a large part in the next stage of our evolution. We're a hands-on, energetic small team who focus on impact, we're looking for someone with a can-do collaborative attitude to power our next phase.

MAIN RESPONSIBILITIES

Brand & Communications

- Grow the reputation, profile & brand of Design West as a global leader in design & placemaking. As our voice, you will drive our vision of a world designed for life.
- Develop our brand & drive marketing activity to meet our commercial & charitable objectives.
- Oversee our brand family including Design West, The Architect & Design Review Services.
- Create & commission inspiring, engaging content.
- Demonstrate strong reach, sales & engagement.

Income Generation

Use creative communications tools to drive income generation across our organisation. This includes:

- Developing & leading on marketing & communication strategies for our Design Review & Placemaking services.
- Growing ticket sales for our well-attended events programme & conference.
- Managing the Memberships & Events Manager to drive Corporate Memberships & Hires.
- Working with our Venue Manager to drive venue hires.
- Supporting the Venue Manager to market the café-bar.

Reporting

- Strategic audience growth, including setting targets & using analytics to monitor success & adjust approaches when needed.
- Develop our CRM & newsletter communication with different audiences.
- Set KPIs & report to the board & funders against marketing & audience targets.

Digital Strategy

Work across the organisation to integrate inspiring digital content to meet our charitable aims & drive audiences & revenue.

- Management of social media channels, websites & digital communications.
- Increase our use of video across the organisation.
- Use targeted digital advertising to successfully build influence & drive sales.
- Develop & execute successful campaigns to raise funds & awareness.

Management

- Manage the Memberships & Events Manager to build an engaged community of stakeholders.
- Manage a Designer/Content Creator.
- Recruit & manage interns as required.
- Develop strong working relationships with stakeholders and press.
- Manage suppliers including digital developers, designers, film-makers, photographers & PR.
- Ensure the organisation is GDPR compliant.

Other

- Be an informed, collaborative & enthusiastic member of the Senior Leadership Team.
- Attend relevant Design West programme & networking events nationally & across the city.
- Take an active interest in new technologies & creative content.
- Undertake any other duties as deemed reasonable, as requested by the Director to support the success of the organisation.
- Occasional evening & very occasional weekend work is required as part of this role.

PERSON SPECIFICATION

You are ambitious, creative, self-motivated & can work collaboratively to achieve results - with strong diplomacy & negotiation skills. You'll be excellent at relationship-building & your structured approach will drive new opportunities & bring others with you

Essential

- At least 5 years experience in a marketing role.
- An eye for design & the ability to tell a compelling story.
- Experience of directing marketing effectively to generate sales, including tickets, services & sponsorship/partnership.
- You will be energised by driving engagement. You will work at pace & will enjoy watching your campaigns succeed & your ideas drive results.
- Experience of working in an SME or small team.
- Experience of managing people, with a knack for getting your team to thrive & an understanding of the skills you need around you, to help the organisation flourish.
- Excellent copy-writing skills & an ability to write for professional & public audiences.
- Experience of developing eye-catching imagery & design, good knowledge of Adobe Creative Suite & Canva.
- Experience in website management, development & commissioning.
- Creation & commissioning of successful digital & video content.
- Strong understanding of data & the ability to use analytics to direct comms priorities.
- Experience in the use of digital tools including mailchimp, wordpress, google analytics.
- Understanding of GDPR & data protection legislation.
- Degree or equivalent qualification.
- Good understanding of the media & a network of contacts.
- Confident communicator.
- Experience of managing a range of external stakeholders & strong advocacy skills.
- Excellent team player.
- Strong time management skills & an ability to work to deadlines under pressure.
- Commitment to professional development & keeping up-to-date with legislation & best practice.
- Commitment to equal opportunities.
- Knowledge of and enthusiasm for design, architecture & placemaking.
- Interest in the work of Design West. We're a buzzing venue, you will want to be an active participant in our hub, events & community.

Desirable

- Experience of working in design, culture, architecture

APPLY

Please provide us with a current CV & a letter of application outlining your interest in & suitability for the role. Please refer specifically to the Responsibilities & Person Specification, ensuring your letter is no longer than three pages. Address your letter to the Director. Please provide evidence of your work.

This role is based at the Design West venue. We have found that being together as a small team is important to our culture, creativity & success as a charity.

EMAIL applications to anna.rutherford@designwest.org.uk

DEADLINE: All applications must be received by **9am on Fri 7 July**

START DATE: **ASAP** exact start date to be negotiated with the successful candidate.

INTERVIEWS: Anticipated Interview Date: **Tue 11 July**

Design West is an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

