



MANCHESTER HISTORIES

Job Title:	Marketing & Communication Officer
Organisation:	Manchester Histories
Location:	3.17 Mansfield Cooper Building, University of Manchester, Oxford Road, Manchester M13 9PL
Responsible to:	Manchester Histories CEO
Fee:	£23,000 Po-rata. PT 20 hours per week
Contract:	Fixed term contract for 10 months. January 2022- September 2022
Working Arrangements:	Flexible working. Some evening and weekend work required
Holiday:	Pro-rotata

Purpose

Manchester Histories is seeking a self-motivated and creative part time Marketing & Communication Officers to develop and deliver our marketing activity over the next 10 months with a possible extension if further funding is successful.

Background

Manchester Histories is an award-winning charity that works collaboratively to reveal, share and celebrate Greater Manchester's diverse histories and heritage. We connect people to explore the past and shape the future through histories and heritage.

We are proud to celebrate the diversity, creativity, ingenuity and social principles of the people of the 10 Greater Manchester districts. Our engagement with histories and heritage empowers people, both as creators and audiences, by recognising and valuing their stories.

We develop our work in partnership with communities, academics, volunteers, artists and organisations, so our work manifests itself in response to the people we work with and for. As a result, Manchester Histories creates work that is innovative, creative and different.

We deliver a yearlong public and community engagement programme and host the biennial Manchester Histories Festival.

Our values, aims and ambitions are set out in our three-year business plan. Which can be viewed [here](#).

Main Job Tasks

- Produce a marketing & communications plan to deliver marketing campaigns (Marketing and PR) across Manchester Histories projects and Manchester Histories Festival, June 2022. Ensuring campaigns are on-time, in-budget and aligned to the communications & business plan
- To write copy for a range of sources including, but not limited to, Manchester Histories monthly newsletter, press releases and the Manchester Histories website
- To manage individual design and print projects (direct mail, Festival programme, print and online adverts), including copywriting, creating design briefs, proof-reading, and managing the sign off process
- To work closely with Manchester Histories CEO and team to ensure cross-over opportunities of project work, the festival and our digital work is promoted
- To manage Manchester Histories website by ensuring it is kept up to date and relevant to our audiences
- Continue to promote and develop community engagement opportunities through targeted communications, especially to non-traditional heritage attenders and diverse communities
- To manage all Manchester Histories social media platforms
- Responsibility for the co-ordination of all daily communications including relationships with media, social media and the production of offline marketing materials.
- Submitting regular progress reports in team meetings to CEO advising them on any actions required.
- Monitoring and documenting all media coverage for the monitoring and evaluation process.
- Evaluating all social media and website data to record and analyse audience reach for reporting purposes
- Organise and book photographers, video makers for events and activities and then upload digital content onto the appropriate social media channels
- Any other duties as required by MH to build the communications message of our values and actions.

Person Specification

Essential

- You will have at least two years marketing experience, with in depth knowledge of communicating to a diverse range of audiences and delivering communications messages for the not for profit/heritage sector.
- You will have excellent communication skills and be adept at managing both internal and external stakeholders with ease.
- Hands-on experience of a range of marketing and PR techniques such as direct mail, press activity and print and online advertisements
- Strong Microsoft Office skills (Word, Excel, Outlook and PowerPoint)
- Strong marketing software skills and website (Mail Chimp, Hootsuite, WordPress)
- Strong copywriting skills with the ability to adapt your tone for different audiences such as press releases and direct mail letters
- Experience of working with designers, printers and mailing houses
- Exceptional verbal communication skills, with the ability to enthuse stakeholders about Manchester Histories and influence decision-making
- Experience of building relationships on different levels, with a natural ability to build new and develop and manage existing relationships with key stakeholders, such as journalists and venue communications staff
- The ability and willingness to travel to events and to work evenings and occasional weekends as and when required
- A team player who openly communicates about your work and looks for opportunities to maximise integrated working
- An ability to follow instructions but also to work on your own initiative to get things done, managing priorities as appropriate for the needs of the organisation
- An organised and professional approach to your work
- A calm, confident and friendly persona

Desirable

- A genuine passion for the histories & heritage sector
- Full driving licence

Clear demonstration of your experience in marketing is also required, and if you are invited to interview, we will ask you to provide examples of previous campaigns that you have worked on.

Manchester Histories strives to understand, respect and champion diversity in all its forms and believes in embracing diversity within our workforce and practices. We welcome and encourage job applications from people of all backgrounds.

We particularly welcome applications from groups who are under-represented in our organisation. This includes, but is not limited to, people of African or Caribbean heritage, people of South, East and South East Asian heritage and disabled people.

How to apply

Please send us your CV with two named referees and no more than 2 sides of A4 telling us why you think you are suitable for this role and what you would like to gain from it.

References will not be taken until after any interview.

Closing Date: Thursday 25th November 2021. 12 noon.

Interviews: Week commencing 6th December 2021 (via Zoom)

Please also complete the Equal Opportunities form and return with your CV and covering letter to:

info@manchesterhistories.co.uk

[Download the Equal Opportunities form here.](#)

Please put Apply: Marketing & Communication Officer in subject of email.

Please let us know if you need any support with the application process or want to supply your application in an alternative format.

Contact: karen@manchesterhistories.co.uk

We regret that we will only be able to give feedback to those candidates invited for interview.

Thank you, we look forward to receiving your application.