



Job Description:

Marketing & Communications Officer (Part-Time)

Manchester Histories / This Is Us: Tracing Manchester's Histories.

Location:

WLG.21 Samuel Alexander Building, The University of Manchester, Oxford Road Manchester M13 9PL (Hybrid working available)

Contract:

Two years fixed term from start date

Salary:

£28,000 pro rata

Hours:

24 hours per week

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 ten 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 year-long public and community engagement programme and host the biennial Manchester Histories Festival. Our values, aims and ambitions are set out in our three-year 2025-2030 business plan which can be viewed [here](#).

Manchester Histories is committed to inclusive, ethical and environmentally sustainable practice across all areas of its work, including ensuring that all online and printed materials are procured through our agreed, sustainably focused suppliers.

About This Is Us: Tracing Manchester's Histories

This Is Us: Tracing Manchester's Histories seeks to reshape and redefine how Manchester's public realm reflects its rich and diverse history. Building on insights from extensive public consultations, the project will amplify underrepresented voices and confront complex legacies, including those tied to migration, the Atlantic Slave Trade and industrial exploitation.

By fostering collaboration among community groups, academic institutions, cultural partners and local authorities, the initiative will create an inclusive digital platform for storytelling and dialogue.

Through digital innovation and community-driven activities, the project will celebrate overlooked stories, support learning, and ensure accessibility for all. The project will empower communities to actively engage with their heritage, fostering pride and a shared sense of belonging. Ultimately, it aspires to transform public spaces into more accurate and inspiring reflections of Manchester's diversity, making a lasting contribution to cultural equity and inclusivity.

Purpose of the Role:

We are seeking a proactive and creative **Marketing & Communications Officer** to support the promotion of Manchester Histories and the This is Us project. The role will focus on raising awareness, supporting the recruitment of community participants and volunteers, managing social media campaigns, and assisting the project team with general project activities. The ideal candidate will have strong communication skills, experience in digital marketing, and a passion for community engagement.

Key Responsibilities:

1. Marketing & Promotion:

- Develop and implement marketing strategies to promote Manchester Histories' work and the This is Us project to diverse audiences.
- Create engaging content for various channels, including social media, email newsletters, and website updates.
- Work with partners and stakeholders to amplify the Manchester Histories' work and the project's reach.
- Ensure all promotional materials align with the project's branding and messaging.
- Take a digital-first approach wherever possible in planning and delivering marketing and communications.
- Ensure any printed materials use agreed sustainability-focused suppliers and follow best practice for accessibility.

2. Community & Volunteer Recruitment:

- Support the recruitment of community participants and volunteers through targeted outreach campaigns.
- Work closely with community organisations, local groups, and stakeholders to build engagement.
- Develop and distribute recruitment materials across various platforms and networks.
- Track engagement and report on recruitment efforts to the General Manager.

3. Social Media Management:

- Manage and grow Manchester Histories and the project's social media presence across platforms such as Facebook, Instagram, and LinkedIn.
- Plan and schedule content to maintain a consistent online presence.
- Monitor engagement, respond to enquiries, and foster online community discussions.
- Analyse social media metrics and adjust strategies accordingly.

4. Content Creation & Communications:

- Produce high-quality content, including blog posts, press releases, and promotional materials.
- Support the creation of case studies and testimonials from participants and volunteers.
- Assist in writing and editing project updates for various audiences.
- Ensure all content (online and printed) is accessible and inclusive, adhering to best practices and organisational guidelines (e.g. clear language, use of alt text and captions where appropriate).

5. Project Support:

- Assist the project team with administrative and organisational tasks related to event planning and logistics for comms and marketing.
- Provide support in preparing reports, presentations, and funding applications.
- Help coordinate project activities, ensuring smooth communication between teams.
- Participate in project meetings and contribute ideas for engagement and outreach.

6. Stakeholder & Media Relations:

- Maintain positive relationships with media, partners, and key stakeholders.
- Support media outreach efforts, including press releases and journalist engagement.
- Identify opportunities for press coverage and partnerships to boost project visibility.

Person Specification:

Essential Criteria:

- **Experience:**
 - At least two years' proven experience in marketing and communications.

- Experience managing social media platforms and creating content for digital channels.
 - Strong writing and content creation skills for diverse audiences.
 - Demonstrated experience in community outreach and volunteer recruitment.
 - Experience working with or within community-based projects.
- **Skills & Knowledge:**
 - Excellent written and verbal communication skills.
 - Proficiency in social media management tools (e.g., Hootsuite, Buffer).
 - Basic design skills using Canva, Adobe Creative Suite, or similar tools.
 - Understanding of marketing strategies for community engagement and inclusion.
 - Strong organisational and multitasking skills, with attention to detail.
 - Knowledge of data privacy and ethical considerations in marketing.
 - Familiarity with CRM tools and email marketing platforms (e.g., Mailchimp).
 - Awareness of accessibility best practice for digital and printed communications, and a willingness to learn and apply relevant guidance.
- **Personal Attributes:**
 - Passion for community engagement and social impact projects.
 - Creative thinker with a proactive and self-motivated approach.
 - Ability to work independently and collaboratively within a team.
 - Strong interpersonal skills with the ability to build relationships across diverse communities.
 - Commitment to diversity, equity, accessibility and inclusion in communications.

Desirable Criteria:

- Familiarity with the cultural, heritage, or arts sectors.
- Experience in event planning and community outreach programmes.
- Knowledge of SEO and web analytics.
- Experience with video creation and storytelling techniques.

- Experience of using, or an interest in using, AI tools in an ethical and responsible way.

How to Apply:

Interested candidates should complete the application form [linked here](#) and upload their CV to the portal.

If you require any adjustments or support to complete your application, please contact us at abigail@manchesterhistories.co.uk.

Application Deadline:

Friday 9 January 2026, 5pm.

Interviews:

Week beginning Monday 19 January 2026

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