



Job Description

Job title:	Artist Liaison Manager
Department:	Policy & Social Change
Reporting to:	Head of Media
Salary:	£47,305 per annum
Hours:	35 per week
Location:	Hybrid/London
Contract type:	Permanent

Aim and influence

- Responsible for leading Crisis' Ambassador and high-profile supporter function, with the experience and expertise to strategically maximise the potential of our influential supporters across all teams, managing an overall Ambassador and high-profile supporter strategy for Crisis
- Oversee Crisis' portfolio of Ambassadors, high-profile supporters and influencers, ensuring the relationships are effectively managed and developed
- Building new relationships with high-profile talent, engaging them in Crisis' political campaigns, fundraising activities (including our annual Christmas appeal), frontline services and growing retail and e-commerce offer
- Influencing internally to build strong relationships with key stakeholders ensuring effective delivery of the artist strategy and plans

Financial and supervisory responsibility

- Will have oversight of and work closely with Media and Artist Liaison Officer

Other key details

- The nature and scope of this post will require you to work closely with the Senior Leadership team and teams across brand, marketing and fundraising, policy and social change, commerce and enterprise and client services



Head of Media

- Some evening and weekend work, including travel time and overnight stays, will be required and time off in lieu will be given in accordance with Crisis TOIL policy

Organisational chart

Please note structure is subject to change



Job responsibilities

- Oversee, deliver and plan projects that steward the management of all Crisis' relationships with its current portfolio of Ambassadors and high-profile supporters, in collaboration with other key colleagues and directors
- Review and update Crisis' Ambassador and high-profile supporter strategy in line with Crisis' new organisational strategy, ensuring talent activity is fully aligned and have a consistent and engaging experience of working with Crisis
- Identify and engage high-profile people (including influencers and content creators) whose support could enhance our work, whether that be political campaigning, fundraising, our retail and e-commerce offer and/or building awareness of Crisis' brand and our year-round services
- Work with the Strategic Communications Manager to explore how talent can help us reframe the public discourse around homelessness and tackle stereotypes
- Positively represent Crisis with external stakeholders, including high-profile supporters, agents, publicists, brands, creative agencies and corporate partners
- Champion diversity, representation, and inclusion across all elements of Artist Liaison work, ensuring it is a central pillar of all high-profile supporter engagement
- Responsible for due diligence and ensuring Crisis' high-profile supporters align to our values, escalating where any issues arise
- Advise Crisis colleagues and senior managers (including directors and CEO) on relevant protocols and best practice in relationship management of high-profile supporters
- Create engaging copy and commission visual content to promote activities undertaken by high profile supporters for key campaigns, including Crisis at Christmas
- Work closely with the wider News & Media and Digital Marketing team to create and deliver campaigns to promote high-profile engagement and support for Crisis including Crisis at Christmas

Head of Media

- Oversee high-profile supporter engagement at our services, media interviews and events, ensuring all supporters have a positive experience working with Crisis

General responsibilities

- Proactively seek out opportunities to promote and support member involvement within Crisis
- Develop and maintain an understanding of Crisis' work and the needs and circumstances of people facing homelessness
- Comply with Crisis policies and procedures, including Health and Safety policies, for which all employees owe a duty of care both to themselves and others, in accordance with the Health and Safety at Work etc Act
- Comply with all Crisis policies and procedures and promote good practice as relates to Safeguarding and Equality, Diversity & Inclusion
- Work collaboratively across departments to support Crisis' mission to end homelessness
- Commitment to the utilisation of Crisis' chosen IT Systems
- Competent in the use of laptops, desktop PC's and headsets
- Competent in the use of Microsoft applications i.e.: MS Outlook, MS Teams, MS Word and MS PowerPoint along with the use of online applications, for example Zoom and web browsers - Google Chrome or Microsoft Edge
- Carry out any other duties reasonably associated with your role

Person Specification

Essential

1. Demonstrable experience of effectively engaging, negotiating and managing relationships with high-profile supporters, their agents and managers, publicists, creative agencies, and prospective brand partners.
2. Experience of developing creative, impactful strategies and activations for high-profile people, including influencers/content creators, to engage audiences and drive action
3. Experience of working alongside strategic communication and fundraising teams, with a good understanding of how to cultivate brand awareness, fundraising tactics and how high-profile supporters can support with brand engagement and fundraising targets
4. Strong project management skills, with experience overseeing multiple priorities at once
5. Experience of engaging talent in political campaigning, working with teams to distil more complex policy into a clear, jargon-free message that can be delivered in the media and on social channels
6. Excellent interpersonal and communication skills with the ability to demonstrate tact, confidentiality and the confidence required to maintain and develop relationships both with high-profile people and their management teams, and also internally
7. Knowledge of how channels including social media, digital communications, media relations and campaigning operate and the role they play in high profile relationships
8. Experience of working with journalists and media outlets interested in high-profile supporter stories and profiles, pitching interview and story opportunities with confidence
9. Knowledge of the entertainment industry, popular culture and influencer trends
10. Ability to take your own initiative and be proactive

Head of Media

11. Excellent written communication skills with the ability to write for different platforms, often working with tight and conflicting deadlines
12. Knowledge of using a relationship management database ensuring it is compliant, up-to-date and relevant
13. Commitment to Crisis' purpose and values including equality and social inclusion

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.