



Play a part

COMMUNICATIONS MANAGER

The Big House

Job Title:	Communications Manager
Reports to (Title):	Finance & Operations Director
Reports to (Name):	Molly Rutherford
Terms:	3 days per week. Working days to be mutual agreed in advance
Location:	151 Englefield Road, London, N1 3LH
Salary:	£30,000 - £35,000 per annum, pro-rata (3 days per week)
Annual leave:	21 days per year (pro-rata) plus extra days for discretionary office closure over the Christmas period
Probation period:	3 months

Primary function of the role

We are looking for a creative Communications Manager to design and deliver The Big House's communications strategy.

The successful candidate will use their energy and ideas to take ownership of the development of communications and brand awareness at TBH. They will be comfortable to both collaboratively generate ideas and independently deliver content. We are looking for someone who is excited about working across multiple projects focussed on different audiences. Our ideal candidate is passionate about creating social change and motivated to promote the work of The Big House to philanthropic audiences and the theatre world. This is the perfect role for someone who wants to create big change within a small, passionate team.

About The Big House

The Big House has a simple mission: to enable care leavers to fulfil their potential.

e: info@thebighouse.uk.com

t: 020 7923 9955

l: The Big House, 151 Englefield Road, London, N1 3LH

pany Limited by Guarantee No. 8297808 | Reg. Charity No. 1151106



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The statistics are stark and speak for themselves. While only 1% of children in England & Wales have been in care, they account for 27% of the adult prison population and half of all prisoners under 25. A shocking 46% of care leavers remain continuously NEET (not in education, employment or training) and they are four times more likely to commit suicide.

Through drama and tailored long-term support we help care leavers overcome traumas experienced in childhood so they can make the complex transition from looked-after child to independent adult. The Big House's main activities are: weekly drop-in drama and employment workshops and the 3-month Open House Project which runs twice yearly.

Through our work we have seen the transformational effect that drama can have on at-risk young people's lives. The strict discipline required to produce professional theatre imparts vital transferable skills including time keeping, focus, team working, effective communication, ability to regulate emotions and make better informed decisions; empowering and equipping the young people with the skills needed to become self-reliant. We have found drama to be an excellent tool for engaging young people in the project, bringing them from the margins to the centre of society. Since being established in November 2012, The Big House has gone from start-up to an award-winning charity.

Reputation

"Care leavers have a stigma, but here there are so many people who want to do good and do well in life, but [before coming to The Big House] they just didn't have the connections and support system. I've seen amazing changes in people." Young Person, aged 21

The Observer on our recent production, *The Ballad of Corona V*: *"If Dickens were around now, he would surely be writing for The Big House, set up by the extraordinary Maggie Norris, who puts on plays with casts of socially excluded care leavers. Norris has made wonderful use of the space, a former frame factory: there is a through-the-wardrobe feeling as you go into the yard off an Islington street – and, indeed, you are entering another chamber of the heart."*

"I'm convinced The Big House is plugged into the community in a way that other charities are not. A genuine life transformer, helping the lost to locate a path and stick to it." Sir Lenny Henry

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Job Description

Communications and marketing:

Develop and implement the communications strategy of The Big House, developing new and innovative ways to share our mission and creative work

Coordinate the delivery of marketing and PR campaigns for The Big House productions, including managing of campaigns across platforms to drive ticket sales and managing relationships with press contacts

Establish and maintain strong relationships with journalists, responding to media enquiries, arranging interviews, and acting as a spokesperson for the organisation

Manage The Big House's email communications to supporters, members and our networks making sure databases are maintained and compliant with data privacy regulations

Launch and manage paid and organic social media campaigns and generate reports to measure their success

Work collaboratively with other members of the team to ensure communications covers updates at The Big House and is tailored to all our audiences

Content creation and design:

Write and edit compelling copy for publications, brochures, social media, press releases, website content, annual reports and other marketing material that communicates The Big House's activities and services

Create imaginative graphics and video content to promote the work of The Big House on social media, on The Big Mouth platform and in email communications

Maintain and update The Big House website with news, updates and creative work and manage the relationship with external web developers

Create and maintain templates for presentations, social media content and other promotional material and collaborate with the team to create bespoke content where necessary

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Experience and skills

	Essential	Desirable
Qualifications/ experience	<p>Experience working in a communications role for at least 2 years</p> <p>Experience using graphic design software e.g. Indesign and Adobe</p> <p>Experience running paid social media campaigns</p> <p>Experience using email marketing tools e.g. Mailchimp and Hubspot</p>	<p>Qualifications in marketing or communication courses</p> <p>Experience using Google Analytics to measure engagement across platforms</p> <p>Experience designing marketing campaigns for a theatre company</p>
Knowledge	<p>Strong knowledge of marketing and communications strategies to increase engagement across a range of platforms</p>	<p>Knowledge of key developments in social care policy</p>
Skills	<p>Creativity: you can think of creative ways to present and share information to engage audiences</p> <p>Communication: you have excellent written and visual communication skills</p> <p>Adaptable: you comfortable preparing communications to different audiences and across different platforms</p> <p>Time management: you can effectively manage your workload across competing priorities</p> <p>Empathy: you can communicate challenging stories in a way which is considerate and sensitive to those involved</p>	

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	<p>Team work: you are able to collaborate with other members of the team and design communications which meet multiple needs</p> <p>Attention to detail: you are detail oriented and consistent in your approach to design and communications</p>	
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This post is subject to satisfactory references and an enhanced DBS clearance check

Questions about this role can be directed to molly@thebighouse.uk.com

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