

Communications Manager: job pack

1. Background information

Our work

Hear Me Out takes music-making into immigration detention centres and other places where migrants are confined, like asylum hotels and army barracks. Our artists work with people in these places, supporting them to create, record and perform original music. We create platforms for their music and stories, building support and understanding of a group that is being placed under increasing pressure by the UK's 'hostile environment'. We are a national leader in this work with unparalleled experience in this complex territory.

Previously known as Music In Detention, for nearly 20 years we have supported people in detention to recover their sense of wellbeing and resilience, and make their voices heard, by:

- Offering a creative, expressive outlet that supports self-confidence and agency
- Providing positive experiences to counter the psychological damage of detention
- Running creative collaborations that build solidarity with groups in local communities
- Building platforms to bring their creative work and life experience to a public audience

Our values and ethics frame our work. Hear Me Out should empower people, help them speak for themselves and take control of their lives. We look to create artistic work of the highest quality. We do not seek to impose a narrative but are curious about individual stories and experiences. We're independent, working with people going through the immigration system but not becoming part of it. We treat everyone we encounter with respect. We're committed to bringing co-creation into our organisation, and sharing power with the people Hear Me Out was set up to support.

This role

Our Communications Manager is taking maternity leave from the beginning of May and we are looking for someone to cover the role for approx 9 months.

We are a small team and this is the only communications role in it. So the Communications Manager has a lot to do, including:

- Running our whole comms operation – social media, website, event marketing, PR.
- Developing and delivering our communications strategy
- Creating stories and content for different channels
- Working on communications projects with people with lived experience
- Working with our individual giving lead on fundraising campaigns

A major rebrand and a new name have helped us build our profile over the past 3 years, and we're working hard to increase recognition and support further. The stories of the people we work with are central to that, and it's their voices, not the charity's, that belong in the foreground. So a key part of the job is to build relationships with those people, and support them to tell their stories as they want to, empowering them and keeping them safe. This means staying flexible, in the content

and the work of gathering it. In the immigration system and the lives of people going through it, it's wise to expect the unexpected, so it's a feature of our work that plans can change at short notice.

This is a special opportunity to work join a supportive, dynamic team delivering extraordinary work.

What we're looking for

We're looking for someone with wide communications experience, able to cover the range with more guidance on aims than methods. To do this job well you will need to be pro-active, reliable, well organised, and good at building strong relationships with others – including partners, people with lived experience, and journalists. We want to find someone who is excited about our work, but also aware of its complexity and the stress it can cause.

We are a small team, and most of us work part-time, so we need someone who will co-operate and communicate consistently with colleagues, but can also work independently. You will need to be methodical with good attention to detail. Sometimes you'll need to work evenings and weekends.

Hear Me Out is committed to diversity, and is working to bring more people with relevant lived experience into our team. We very much encourage applications from people from culturally diverse backgrounds, applicants with disabilities or neuro-diverse conditions, and people of different ages, gender, sexual orientations and socio-economic backgrounds. We very much encourage applications from people with personal experience of immigration detention, or the asylum process, or immigration enforcement. If you have communications experience and also this kind of lived experience, we would especially love to hear from you.

Terms & conditions

The following terms and conditions will apply:

- **Contract:** Temporary (9-month) contract, subject to a 3-month probationary period
- **Location:** The team meets at its office in central London on Wednesdays and works in a hybrid way the rest of the week.
- **Hours:** Part-time position, 3 days (22.5 hours) per week (0.6 FTE)
- **Salary:** £40,000 per year pro rata (ie £24,000), gross
- **Annual leave:** 36 days paid holiday leave per year pro rata (ie 22 days), including statutory bank holidays
- **Sick pay:** 25 days per year pro rata (ie 15 days) on full pay, followed by 25 days pro rata (ie 15 days) on half pay, followed by Statutory Sick Pay only
- **Pension:** 6% employer contribution to HMO's selected Stakeholder pension scheme or to another scheme of the employee's choice

Additional fundraising opportunity

For someone with the right skills there is also an opportunity for an extra one day's work per week, writing grant applications. This is a separate role, currently filled by our Communications Manager, so we are looking to cover it for the same 9-month period. It mainly involves drafting applications to small and medium-sized trusts and foundations whose interests align in some way with our work. There would also be some research to find new grantmakers to apply to. The role is supported by our grants fundraising lead, and the Director. It is paid at the rate of £35,000 FTE, so at one day a week the extra gross pay would be £7,000 per year. It would also bring additional leave and pension entitlement in proportion to the extra hours.

If you decide to apply for the Communications Manager role, then please tell us if you also want us to consider you for this additional fundraising work. If you have fundraising experience then of course that will be an advantage, so please tell us about it. But the fundraising work requires the same skills as the Communications role, and we will be happy to support someone new to bid-writing, to help them settle into the role.

This is an optional extra. The key thing for us is to find a brilliant Communications Manager.

2. To apply

If you are interested, we suggest you take a look at our website (www.hearmeoutmusic.org.uk) read about our work, and listen to some of the amazing music we have helped people in detention create. Please also look carefully at the detailed information about the role below: the Job Description and Person Specification.

If you would like more information then you are welcome to contact John Speyer by email (john@hearmeoutmusic.org.uk). He'll be happy to provide a short written reply or to have a chat. Tell him what you'd like.

Then, if you want us to consider you for the role of Communications Manager, please send us:

- Your CV **and**
- A letter of no more than 2 pages, **or** a voice note/video of not more than 6 minutes, telling us why you are interested in the role and how you fit the requirements in the Person Specification on p5-6. You need to help us understand how you meet all the essential requirements. If you can also show that you meet some of the desirable requirements that will make your application a lot stronger.
- Confirmation of whether you want to be considered for the additional fundraising work.
- Details of two references, one of which should be from someone who supervised you in a work or volunteering role (but tell us if this is difficult and we can work something out).

You must send your application to John Speyer by email to john@hearmeoutmusic.org.uk, or (if you're sending a voice note or video) by Whatsapp to 07828 065624. You must do this by **1.00pm on Tuesday 19th March**. We'll consider each submission carefully and choose a few to take forward. If yours is one of them, we'll invite you to interview on **Wednesday 27th March**.

Thank you for your interest. We look forward to hearing from you. Good luck!

3. Communications Manager: Job Description

Purpose of job: To lead Hear Me Out's external communications strategy and delivery.

Responsible to: Director

Principal areas of responsibility

1. In line with HMO's organisational strategy, lead the development of its external communications work, in order to grow HMO's brand and reach, support fundraising activities (individual giving), and market and promote our artistic programme and events.
2. Run HMO's external communications activities, including storytelling and content creation, the website, social media, PR and event marketing.

3. Work closely with colleagues working on the artistic programme, fundraising and other areas, to ensure that communications activities support organisational aims and objectives.

Operational tasks & duties

Strategy

1. Produce and periodically review communications plans in consultation with the Director, Artistic Director and other colleagues.
2. Take responsibility for implementing the plan, liaising with colleagues as needs arise.
3. Work closely with fundraising colleagues to ensure structured and effective communications with supporters and donors.
4. Monitor marketing and communications activities monthly, trialling and changing approaches in the light of audience data, and creating report insights.
5. Shape and periodically review HMO's key messages and narratives, and its communications practices and protocols.
6. Report as required to trustees, including the Board as a whole.

Storytelling and content creation

7. Support & liaise with colleagues to incorporate communications work into programme delivery, eg through involving staff, artists and participants in creating collateral.
8. Build trusted relationships with people with lived experience, to create content about HMO's work and their stories, led by a sensitive and empowering approach to storytelling.
9. Write copy tailored differently for use on multiple channels, which conveys participants' stories and HMO's values in a compelling and engaging way to target audiences.
10. Produce collateral, using your own skills where possible and commissioning others where needed: eg photography, film, audio, graphics, copywriting.
11. When commissioning others, build strong working relationships with freelancers, writing clear briefs and overseeing projects from start to finish.
12. Produce an engaging monthly newsletter featuring a variety of highlights from HMO's work.
13. Work with fundraising colleagues to use social media advertising, events and other methods to build the mailing list.

Website

14. Manage HMO's website and liaise with the web developer to address issues and improve user experience.
15. Regularly update the website's content, and use it to develop HMO's brand and reach.
16. Drive traffic to the website, to encourage audiences to engage with HMO's work, listen to the music player, and donate.

Social media

17. Run HMO's social media operation, to build HMO's brand and reach, and support marketing and fundraising.
18. Produce social media content and post 2-3 times a week across Instagram, X, Facebook and LinkedIn.
19. Guide staff and artists on appropriate approaches and procedures when sharing about HMO work from their own social media accounts.

20. Build a community on social media by promptly sharing relevant content from others, responding to enquiries and comments, and fielding requests to relevant colleagues.
21. Proactively use social media to attract potential partners and supporters.

Public relations

22. Build and foster trusted relationships with relevant journalists across a range of broadcast, print and online publications.
23. Pitch stories to journalists and write press releases, to secure positive and meaningful press coverage that builds brand awareness and influences public attitudes towards migrants.
24. Work closely with journalists and set clear parameters, so that any press coverage is sensitive to participants, empowers them, and does not reduce HMO's access to places of detention.
25. Provide full briefings and support to participants, artists and staff before, during and after interviews with journalists.

Event marketing

26. Run marketing activities for events and gigs, to build the audience and drive ticket sales for our artistic offer, according to marketing plans agreed with the Artistic Director.
27. Use events and gigs to generate newsletter and social media content, and create PR opportunities.
28. Oversee the production and distribution of flyers and other marketing materials for workshops and performances.

General

29. Ensure compliance with digital safeguarding requirements, GDPR and financial procedures.
30. Oversee budgets in your own areas of work.
31. Contribute to the implementation of HMO's evaluation framework, including leading some evaluation activities, especially where related to communications and impact on audiences.
32. As needs arise, recruit and supervise volunteers to increase capacity for communications and public engagement work.
33. Support the work of colleagues from time to time when extra capacity is needed.
34. Ensure your own and others' health and safety, in line with the responsibilities of the post.
35. Participate in arrangements for your own supervision, support and training.
36. Undertake other duties as negotiated with your line manager.

4. Communications Manager: Person Specification

	<i>Essential</i>	<i>Desirable</i>
<i>Experience</i>	<ol style="list-style-type: none"> 1. Experience of developing & delivering high quality communications work in arts or charity sector 2. Experience of communications work across multiple channels, including social media, event marketing, PR 3. Experience of website management 	<ol style="list-style-type: none"> 6. Lived experience of the immigration system 7. Experience as the only communications role in a small team 8. Overseeing the work of creative freelancers or volunteers

	4. Experience of communications work in a sensitive or controversial field 5. Experience of using reporting / analytics tools, eg Google Analytics	9. Experience of writing grant applications
<i>Skills</i>	10. Able to develop and shape communications strategy 11. Strong project management and organisational skills 12. Able to create compelling content 13. Excellent copywriting and editing skills 14. Strong basic design skills for social media assets (eg using Canva) 15. Able to support people with lived experience in storytelling	16. Production skills in audio and video 17. Graphic design skills for content such as flyers and posters 18. Digital skills, eg Google ads, Facebook advertising
<i>Knowledge & Understanding</i>	19. Understanding of messaging for target audiences 20. Understanding of storytelling approach 21. Sound judgment in a politically sensitive context	
<i>Aptitudes</i>	22. In tune with Hear Me Out's aims and ethos 23. Collaborative approach with colleagues, partners and people with lived experience 24. Able to adapt plans at short notice	