

# WATERSHED

## Job Description

**July 2021**

**Job title:** Communications Manager

Dear Applicant

Thank you for your interest in the above position. Please find below some information about the role and a job description including person specification and terms and conditions of employment. Please consider these carefully and decide whether you wish to apply.

### **Communications at Watershed**

Watershed operates a complex and diverse business model that requires skilful, creative and high-quality marketing and communication planning to achieve success.

### **Organisational priorities that require support include:**

- The cultural cinema programme, and its increasing focus on balancing new international releases with events, festivals and screenings that attract and retain an audience new to the building.
- All other public facing work including unique festivals, showcases and artist-commissioned work (both small scale and large) from the Pervasive Media Studio and partners.
- Project work including international commissions such as Playable City, partnerships programmes (Bristol and Bath Creative Technology Programme) and talent development work such as Rife.
- Conferences, events and the Café and Bar and Undershed.
- Fundraising, with a focus on individual giving.

The Communications team and its work has a vital part to play in the success of the organisation. As well as the regular cultural cinema programme the Communications Team also works to promote and develop audiences and profile across a whole spectrum of cross-artform projects and venue requirements.

Watershed curates an artistic programme that is both contemporary and also pushes at the fringes of what art is in modern society. In pre-covid times Watershed would attract 400,000 visitors each year, consistently hit annual cinema visitor targets of c.170,000 and deliver audiences to new multi-disciplinary artistic commissions. Communicating this work effectively requires passion, expertise and a high level of care in nurturing artists that produce new work and the audiences that will attend.

At any one time the team could be working on a large-scale one-off event or festival, a small scale artist commission, a new technology showcase or an international partnership. Cutting through all of this work is a brand that is authentic, generous, passionate and welcoming. The inclusive organisational ethos and culture of Watershed as an organisation is reflected in the approach taken by the Communications Team, who work side-by-side with programming and producing colleagues and venue teams to engage with new audiences, whilst also retaining long-standing audiences and customers.

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As we refine and refresh our post-Covid business model and look forward to celebrating our 40th birthday in 2022, we are looking for an experienced Communications Manager to join the Watershed team and play a key role in rebuilding our business and when the time is right to help us rebuild the Communications Department.

### Working at Watershed

Being inclusive is what we would like Watershed to be known for, inclusion isn't a project that sits alongside other parts of our work - it is core, and absolutely fundamental to our future. We recognise the need and importance of inclusive, distributed leadership, we take an iterative approach to our development and constantly re-look at how we deliver to make the most of what we have and how we work across the organisation.

We believe in the skills and expertise of our team members and foster a structure which empowers our teams to own decisions around plans, targets and resources to help deliver better against Watershed's vision and create better, more agile work.

We are looking for a Communications Manager to join the team to help us with capacity and to collaboratively make decisions, we believe that our work would benefit from more opportunities for shared approaches and knowledge exchange.

If Watershed sounds like somewhere you could work then please read the job description and application process below. Thank you for your interest in this position.

### Before you apply

Watershed's first value is ***Inclusive - We are people led.*** *We listen to and engage with the broadest range of people.* The information below lays out some of the steps we are taking to create a more inclusive recruitment process. Many of these steps are new to us, so feedback and questions are very welcome.

You may not have worked in a cultural organisation before, or in an organisation like Watershed. Perhaps you have worked in Communications but in other non-cultural organisations which would be a very transferable context. If you are from a background that is underrepresented in the culture sector (for example you are from a community that experiences racism, or you are a disabled person (as defined by the Equalities Act in 2010), or you did not go to University or you had free school meals as a child), and you would like support to articulate how your experience is transferable to this role, please contact Beryl Dzambo ([beryl.d@watershed.co.uk](mailto:beryl.d@watershed.co.uk)) or Kirsty Young ([kirsty.y@watershed.co.uk](mailto:kirsty.y@watershed.co.uk)) and we would be pleased to help you think this through.

We believe our work will be stronger with greater diversity and welcome applications from those who bring difference to our team. Watershed welcomes the whole person to work, and we understand that each of us bring our experiences, our backgrounds and our own unique lens to what we do. Supporting our staff means they are not appointed to represent specific groups or organisations.

### Timeline

The closing date for all applicants is: **5pm on Sun 12 Sept 2021**

We will contact all long-listed candidates by: **5pm on Wed 15 Sept 2021**

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In order to broaden the field of candidates, the Watershed team will aim to meet all candidates who meet the basic criteria for a short online chat the week commencing **Mon 20 Sept 2021**. This will be an opportunity for you to ask us more about the role, and for us to hear more about your approach.

We will then hold full interviews week commencing **Mon 27 Sept 2021**. Given the current circumstances, we will confirm closer to the time whether it would be possible to hold these interviews in person at Watershed and will send you the list of questions in advance. For successful candidates, there will be a second interview. The date for the second interview will be advised following the first interview.

Please **DO NOT** include your CV as it will not be considered. Please put all relevant information on your application form.

We are striving to understand more about who applies to work with us. We invite you to complete our anonymous equal opportunities monitoring form, which will not be shared with anyone involved in the recruitment process.

Watershed will work with candidates to ensure their access needs are met during the interview process and will ensure access requirements do not factor in decision making.

Thank you for your interest in Watershed.

Claire Stewart

**Senior Communications Manager**

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<b>Position:</b>	Communications Manager
<b>Grade:</b>	2
<b>Responsible to:</b>	Senior Communications Manager
<b>Responsible for:</b>	N/A at present

### Purpose of Job

Assist in the management of Watershed's marketing and communications across all relevant channels with the aim of achieving growing engagement from all respective audiences and stakeholders. Work across the Creative Team (Cinema, Communications, Web Publishing, Engagement, Pervasive Media Studio) and the Fundraising, Café/Bar and Events teams to manage and develop our full range of online and offline communications.

Reporting to the Senior Communications Manager you will effectively profile the work of Watershed and maximise opportunities with the following key areas of responsibility: press, print and media advertising, evaluation and research.

### Principal Responsibilities

- Create and implement successful marketing, press and profile raising campaigns for Watershed in collaboration with the Senior Communications Manager.
- Undertake media planning and buying - including campaigns, outdoor media sites and print advertising.
- Working with the Head of Communications plan and disseminate evaluation including regular demographic surveys and initiatives to measure customer satisfaction and quality of experience.
- Manage, supervise and motivate members of the Communications team by planning and organising task allocations, developing and agreeing priorities and work plans.
- Ensure that the relevant data is effectively and efficiently captured for organisational reporting, project evaluation and measuring success.
- Manage ongoing relationships with regional and national press which includes working with and maintaining relationships with agencies and key local press, dealing with press enquiries and acting as a spokesperson where necessary.
- Manage ongoing relationships with external partners and freelancers including design and advertising agencies.
- Manage and maintain marketing collaborations and partnerships.
- Manage and monitor advertising and outdoor media budgets.
- Contribute to the development and implementation of the organisation's communications strategies.

### Key Performance Indicators

- Evaluation is up to date and intelligence shared.
- Advertising budgets and costs are effectively monitored and managed.
- Profile in national and international media is maintained.

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- Internal communication channels are clear and open.
- Team members are well managed, effective, motivated and developed.
- External relationships with a wide range of contacts and partners are developed to achieve organisational objectives.
- Marketing projects and campaigns meet intended targets and outcomes.
- Continuous contribution to ideas generation that are in line with Watershed's ethos and objectives.

### Skills & Experience

- Experience of developing and implementing communication and marketing plans, strategies, campaigns and projects.
- Excellent interpersonal skills with the ability to form productive, professional working relationships with a diverse range of individuals and groups.
- Experience of managing and motivating a team.
- Experience and understanding of what it means to work in an inclusive working environment that champions equal opportunities.
- Excellent communication skills, both oral and in writing, including presentations skills.
- Excellent organisational, project management and financial management skills.
- Good IT ability (we are a Mac based office) including knowledge of Excel, and understanding of data analysis software.
- Ability to develop creative communication ideas and translate sometimes complex subject matter into inspiring and accessible messages.
- Ability to work under pressure, prioritising to meet tight deadlines.
- A flexible and positive approach to work.
- Experience of developing and implementing communications or campaign strategy to achieve media coverage and organisational profile raising.
- Able to communicate persuasively with a broad range of organisations, groups and individuals.
- Ability to manage own time and personal administration in an effective way.

### Watershed Values

The Watershed brand is unique, trusted and respected and is driven by the following shared values which are clearly articulated. Ability to master and represent Watershed's Vision and Values is therefore important.

Watershed is:

<b>Inclusive</b>	We are people led. We listen to and engage with the broadest range of people.
<b>Open and Honest</b>	We provide a culture and environment that is trusting, trusted and trustworthy.
<b>Make Things Happen</b>	We approach opportunity and challenge creatively, collaboratively and with a can do attitude.
<b>Entrepreneurial</b>	We are inventive, try new ideas, experiment, learn and share.
<b>Celebratory</b>	We celebrate culture, creativity and wonder.

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### Additional information:

- The post-holder will be required to undertake such other comparable duties as may be required by the Head of Department'.
- At full operation Watershed is open seven days a week, including Bank Holidays (Christmas Day and Boxing Day are the only exceptions). Watershed is a public building, which operates a diverse range of cultural and commercial activities. The post holder will need to be comfortable working in this environment.



Watershed is a Social Enterprise Mark holder. Social Enterprises are businesses whose products and services create both social and environmental benefits.