

WATERSHED

Job Description

December 2019

Job title: Communications Coordinator (SWCTN)

Dear Applicant

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

Watershed's first value is ***Inclusive - We are people led***. *We listen to and engage with the broadest range of people*. To achieve this in everything we do, 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 the short listing panel.

Watershed is working towards good practice in equal opportunities and asks all applicants to complete the application form and equal opportunities monitoring form. Please **DO NOT** include your CV as it will not be considered. Please put all relevant information on your application form.

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

Watershed encourages applications from people of all backgrounds but particularly welcomes applications from candidates from BAME backgrounds as they are under-represented within our staff team.

The closing date for all applicants is: **20 January 2020 17.00 GMT**

Interviews will take place on: **Week of 27 January 2020**

We will contact short-listed candidates before: **25 January 2020**

Please note that if you have not heard from us by the agreed date, you have been unsuccessful and we are unable to offer you an interview.

Thank you for your interest in Watershed.

Yours faithfully

Hilary O'Shaughnessy
Research Lead

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"Watershed is a place like no other - I feel free to be my whole self at work. Every day I feel professionally supported, challenged and free to contribute to the culture of the organisation"

Zahra Ash-Harper, Pervasive Media Studio Producer.

Position: Communications Coordinator (SWCTN), Research (Fixed term until 7 Nov 2020)

Grade: 5

Responsible to: Hilary O'Shaughnessy, Research Lead (Watershed)

Responsible for: N/A

Purpose of Job

SWCTN represents a network of people, places and activity in knowledge production and creative technology across the south west. We want to amplify this work in a coherent way, whilst recognising the distinctive identities and aims of the partners and participants.

The post holder will coordinate SWCTN marketing and communications across all relevant channels with the aim of achieving growing engagement from all respective audiences and stakeholders. This will involve working closely with key staff at each of the project partner organisations (Kaleider, UWE Bristol and Universities of Bath Spa, Plymouth and Falmouth) and liaison with the Watershed Research, wider Creative Technology and Communications teams to identify and maximise opportunities to tell the story of the project.

Principal Responsibilities

- Support our current communications approach and reach with a focus on Watershed values and goals
- Work with Watershed Communications to utilise and support (including ticketing) promotion of the ongoing showcases
- Ensure that SWCTN partners branding is clear and communicated across all project outputs and network accreditation is comprehensive and up to date
- Work with SWCTN Producers to animate stories that come from the network and explore relationships to other existing projects
- Ensure Press Releases for the projects are disseminated on time and in agreement with all partners
- Assist with marketing SWCTN events; conferences, showcases, talks programmes
- Working with the Publishing and knowledge Exchange managers to ensure that Comms across the network is supported, gathering stories and amplify the ongoing work of the network
- Work in partnership with Ladbury, our PR company, to amplify the successful marketing, press and profile raising campaigns for SWCTN including social media presence to raise awareness of our work
- Assist in the coordination of internal and external marketing assets including sourcing images, collating editorial material and promotional copy (for press promotion, events, editorial output, conferences etc)

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- Ensure that the relevant data is effectively and efficiently captured for project and organisational reporting, project evaluation and measuring success.
- Manage and maintain marketing collaborations and partnerships including ongoing relationships with external partners and freelancers including design and advertising agencies.
- Contribute to the development and implementation of the project and organisation's communications strategies.
- The role includes some flexible working including weekends/evenings and occasional South West travel

Key Performance Indicators

- Communications assets are well collated, maintained and shared across the partners
- Internal communication channels are clear and open
- 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
- Watershed Communications team feel up to date with and bought into the SWCTN programme

Person Specification

Skills & Experience

- Some experience of working on communication and marketing plans, campaigns and/or projects
- Excellent interpersonal skills with the ability to form productive, professional working relationships with a diverse range of individuals and groups
- 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 presentation skills
- Good IT ability (we are a Mac based office) including knowledge of Excel, and understanding of data analysis software
- Ability to work under pressure, prioritising to meet tight deadlines
- A flexible and positive approach to work, willingness to work varied hours including evenings and weekends as required
- Able to communicate with a broad range of organisations, groups and individuals
- Ability to manage own time and personal administration in an effective way

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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:

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

Additional information:

- The post-holder is expected to wear clothing appropriate to their post.
- The post-holder will be required to undertake such other comparable duties as may be required by the Head of Department'.
- 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.