



Communications Associate – Brief

Introduction

Founded in 2006, 20 Stories High has established itself as one of the leading young people's theatre companies nationally, and has won a series of prestigious awards and commissions.

20 Stories High tours to theatre venues and community spaces and runs a range of participatory projects. We are part of the Arts Council's National Portfolio of funded organisations, and are a registered charity.

Vision

20 Stories High make theatre with...
young people from excluded communities, emerging & world-class artists
to tell stories that are...

**gritty, lyrical, melodic, rebellious,
contemporary, mashed-up, authentic, original,
visual, challenging, youthful, tender
anarchic, diverse, surprising, booming,
political, funny, collaborative and heart-felt**

We bring young people into theatre venues and go out into their communities.
We hail from Liverpool, but our reach is national
We believe everybody's got a story to tell...and their own way of telling it...

Values

20 Stories High value... Playfulness, Equality, Excellence, Honesty, Hope, and being Political

Background

At the end of 2015, 20 Stories High worked with marketing and communications consultants who put together a comprehensive Communications Strategy and Action Plan for 20 Stories High. One of the recommendations of that strategy is that 20 Stories High creates a specific communications/marketing role within the organisation. Historically we have spread the responsibility across the team and contracted a freelance communications and marketing specialist on a short-term contract to work on each of our annual touring productions.

While the strategy was being developed, 20 Stories High was also going through a period of organisational development and have created a new staffing structure that will be in place from 1st April 2016. Within this structure is the newly created freelance role of Communications Associate.

Freelance Communications Associate Role

The Communications Associate will lead on and work collaboratively with the 20 Stories High team to deliver the Communications Strategy and Action Plan, ensuring that strong relationships are maintained with all stakeholders with effective and appropriate communication across all platforms.

They will be employed on a freelance contract, reporting to the Executive Director.

Specific responsibilities will include:

Developing and Delivering the Communications Strategy

- Developing, revising and delivering 20 Stories High's Communications Strategy.
- Leading and coordinating communications activity inspired by the artistic programme and the company's work, history and profile.
- Briefing and managing freelancers and other members of staff, agencies and consultants relating to the delivery of the Communications Strategy.
- Working within an allocated budget
- Working with 20 Stories High staff to ensure the efficient collection and evaluation of audience data to inform future planning.

Profile Raising for 20 Stories High

- Raising the profile of 20 Stories High locally, nationally and internationally.
- Communicating the appeal of 20 Stories High to venues, prospective funders and donors.
- Developing key media partners and responding to press and media enquiries.
- Maximising press and media coverage across all aspects of the company's work.

Audience Development

- Working with venues and partners to evaluate and develop new audiences and participants and to build relationships for touring and non-touring activities.

- Working with 20 Stories High staff to ensure the organisation is engaging effectively with the Audience Agency to achieve a deeper understanding of our audiences.
- Creating, managing, delivering and evaluating the marketing and audience development plan for each production, including publicity materials and venue liaison.

Branding

- Ensuring consistent company branding across all platforms.
- Working with the Co-Artistic Directors on the commissioning of publicity/promotional material in line with the company's brand values and project objectives.

Digital

- Ensuring 20 Stories High is engaging effectively with audiences and partners through relevant social media channels (including Twitter, Facebook and Instagram).
- Taking lead responsibility for the creation of content and management of 20 Stories High's website, social networks and e-shots/newsletters.

Person Specification

Essential

Knowledge, skills and experience:

- Two years of relevant experience of leading on communications and/or marketing for a small or mid-scale arts organisation
- Detailed knowledge of small and/or mid-scale national touring
- Excellent project and time management skills
- Excellent IT skills (including Microsoft Office, updating websites, social networks and newsletter management)
- An understanding of diversity and equality in their broadest sense and, in particular, an understanding of the Creative Case for Diversity in the arts.
- Excellent communication, interpersonal and presentation skills – spoken, written and proof reading

Personal Qualities

- Ability to learn quickly and work under pressure
- High motivation, ability to work on own initiative and a good team player with a flexible approach to work
- Good organisational and time management skills and the ability to work to strict deadlines
- An ability to act as an advocate and represent the organisation and its values
- An openness to working and engaging with young people
- A sense of humour

General

- The Communications Associate will be expected to develop an in-depth understanding of the artistic policy, programming, participatory policy, audiences and venues of 20 Stories High.
- They will be expected to work in line with the current management values, ethos and objectives.

Responding to the Brief

Hours: This is a flexible, freelance role that will need to be responsive to the demands of 20 Stories High's annual programme of work. 78 days of work have been allocated per year.

Contract: Freelance

Fee: £100 per day (inclusive of VAT), contracted on an annual basis.

Reports To: Executive Director

Location: The post holder does not need to be based in the 20 Stories High's offices but will be required to attend appropriate meetings and events.

If you are interested in being considered for this role, please send your CV and a statement telling us how you meet the person specification.

Please email your application to Tina Taylor, tina@20storieshigh.org.uk by 5pm on 29th March 2016. Interviews will be held on 11th April 2016.