



Communications & Campaigns Coordinator - Job Pack

(22.5 Hours - Part-Time 0.6 FTE)

Contents of job pack:

1. Welcome
2. About 20 Stories High
3. The Role:
 - a. The Programme
 - b. Inclusion and Representation
4. Job Description
5. Person Specification
6. Terms and Conditions
7. How To Apply

This pack is available in a range of formats including audio, large print, and screen reader compatible versions.

If you have a more specific formatting requirement, please let us know by emailing recruitment@20storieshigh.org.uk, we will try our best to provide this for you.



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**ARTS COUNCIL
ENGLAND**

1. Welcome

Thank you for your interest in the role of **Communications & Campaigns Coordinator**.

20 Stories High began its life 18 years ago as an organisation dedicated to making theatre with (and for) culturally diverse, working-class young people in many contexts and settings. We have gone through many changes over this time, adapting and evolving to meet the needs of audiences and participants in Liverpool and nationally.

The events over the last few years have been a challenge for the wider cultural sector, and the individuals involved. We know that the pandemic has disproportionately affected many young people, people from the Global Majority, and Deaf, Disabled, and neurodivergent people, therefore having a direct impact on many of our participants, audiences, and team members. We recognise and understand first-hand the barriers that exist as we begin to re-emerge in a changing world. Our focus is to support these individuals and groups to continue to engage with equitable creative opportunities in a way that feels safe and inclusive.

20 Stories High are now embarking on a new chapter: exploring what our role is within the theatre sector, co-creating with participants and emerging artists, as well as experienced theatre-makers. We are exploring what theatre and participatory projects look like in different spaces, pushing ourselves creatively, redefining what it means to be an activist organisation, and placing wellbeing at the heart of everything we do.

We are looking for a **Communications & Campaigns Coordinator** who can bring new ideas, energy and creativity to this new role - someone who shares our values, mission, ambition and is committed to working with young audiences and participants.

2. About 20 Stories High

Founded in 2006, 20 Stories High has established itself as one of the UK's leading young people theatre companies. We are part of the Arts Council England's National Portfolio of funded organisations, are a registered charity and have won a series of prestigious awards and commissions.

Vision

20 Stories High believe that “everybody’s got a story to tell... and their own way of telling it.” We create bold, excellent theatre, music and art experiences with culturally diverse, working-class communities, emerging artists, and world-class professionals.

We tell stories that bring joy, empower, and enable social change.

We inhabit a wide variety of spaces: from theatres, community centres and schools to digital spaces, living rooms and bus-stops..

Our heart is in Liverpool, but our reach is universal.

Mission

To make theatre and art with and for underrepresented young people/young adults, emerging artists and world class professionals. To create bold, heartfelt, and unique theatre experiences that enable social change. Collaborating with young people & young adults to develop the stories they want to tell through the artforms they own and want to see.

Our 3 Strategic Aims:

- To offer excellent participatory experiences allowing access for all
- To train, develop and collaborate with the next generation of theatre makers
- To produce and tour new theatre, for diverse audiences - locally, nationally and internationally, in a variety of imaginative community spaces, and venues

Values

20 Stories High value... Equity, Wellbeing and Activism

3. The Role

The **Communications & Campaigns Coordinator** will be responsible for all of 20 Stories High's exciting audience-facing operations, including marketing, press, social media, and will work collaboratively with the 20 Stories High team on our audience development strategies.

The Communications and Campaigns Coordinator will be responsible for 20 Stories High's day-to-day communications. This includes coordinating project campaigns and communication plans; and feeding into the overall marketing and digital strategy to ensure effective and appropriate communication across all platforms.

It is important to us that the **Communications & Campaigns Coordinator** shares the company's values, and is committed to contributing to our developing practice in terms of both wellbeing and EDIA (Equity, Diversity, Inclusion and Activism).

a. The Programme

Our 2024-2025 Programme includes:

- **Youth Theatre:** weekly creative workshops for 14-21-year-olds, leading up to a summer show in July 2024 at the Unity Theatre, and winter performances at Alder Hey
- **Outreach:** specific workshops/projects working with local children young people and communities in a variety of settings including Primary Schools and hospitals
- **Shows and tours:** national autumn tour of 'who the f—k is shakespeare?' and North West tour of Wobble Bass Frequencies in community/youth spaces in February
- **Professional Development (18+ creatives): Actors LAB** - professional Development Programme for Performers (focus on community arts settings) this autumn/winter

- **Creative Community ongoing offer:** Drop in days, workshops, socials and performance opportunities
- **New Chapter projects:** Working with young people and communities nationally to create positive change in the arts and beyond, including the launch of a new Access Manifesto: New Chapter in the arts
- **Research & Development for new shows:** Ameera Conrad's new show Ingemeng, alongside the development of new shows for future years
- **State of Mind:** The focus will be on embedding the learning into our practice, as well as sharing our findings and opening up conversations and sharing learning
- **POWER UP! Equity, Diversity, Inclusion and Activism programme:** staff/board training, partnership working, conversations/workshops/events with young people, artists and our community
- **Future Collective:** Establishing our brand new youth advisory and change makers group

b. Inclusion and Representation

It is important to us that the lived experience of our team accurately and fairly represents our participants, audiences and communities we serve. We strongly believe in having a diverse team, and we specifically welcome applications from candidates from the following groups, which we believe are underrepresented in our workforce and in the wider cultural sector:

People of African or Caribbean, South Asian, East or Southeast Asian, or mixed heritage, or other people of the Global Majority*

- Deaf and or disabled candidates
- Neuro-divergent candidates
- Candidates from working-class backgrounds
- LGBTQIA+ candidates

* This includes but is not exclusive to people of Middle Eastern, Arab, Latinx, Jewish, Romany and Irish Traveller heritage.

4. Job Description

The Communications and Campaigns coordinator will be responsible for 20 Stories High's day to day communications. Coordinating project campaigns and communication plans. Feeding into the overall marketing and digital strategy to ensure effective and appropriate communication across all platforms.

Responsibilities

Coordinating campaigns and project communication:

- Feed into the creation of campaigns and communication plans
- Coordinate the delivery of campaigns and project communication plans
- Be the voice of the organisation on 20SHs website and social media platforms, developing/sharing relevant content and information
- Coordinate the commissioning of publicity/promotional material in line with the company's brand values and project objectives
- Ensure consistent company branding across all platforms
- Ensure 20 Stories High is engaging effectively with audiences and partners through relevant social media channels
- Assist press and marketing freelancers or contractors

Profile Raising for 20 Stories High and the 20SH community

- Working with the Co-CEOs to utilise marketing and communications tools to raise the profile of 20 Stories High locally, regionally, nationally, and internationally.
- Feed into the overall 20SH marketing strategy
- Assisting with press and media enquiries and coverage opportunities.
- Raising the profile of 20SH community members by promoting their work through our platforms.

Branding

- Working with the Co-CEOs to ensure communication, artwork and messaging across all platforms is on brand
- Work closely with the team to feed into the branding of specific projects and events

Digital

- Assist with the development of the 20 Stories High's Digital Strategy
- Ensuring 20 Stories High is engaging effectively with audiences and partners through relevant social media channels (including Facebook and Instagram).
- Collaborate with the team to create content for all platforms
- Coordinate sharing content across 20 Stories High's website, social platforms and newsletters

Administration

- Alongside the Administrator, maintaining comprehensive data on 20 Stories High's activities (audience statistics, box office information, etc.) and disseminate written reports as required.
- Assist with the upkeep and development of the 20 Stories High Archive.
- This work will uphold and embody 20 Stories High's company policies, including but not limited to our Equity, Diversity, Inclusion and Activism living and breathing action plan.

General

The core staff team at 20SH is small and there is an expectation that all staff members will take a hands-on role and work together to successfully deliver the programme, with individuals undertaking and being responsible for the administration for company business and projects as required

Person Specification

Essential

- Experience of coordinating communications and/or marketing for a small or mid-scale company, arts organisation or charity
- Experience of digital content creation (photo, graphics, video) and management of online platforms
- Excellent project and time management skills
- Confident at pitching and presenting ideas, plans, and industry best practice
- 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

Desirable

- Experience of coordinating campaigns for touring shows or creative projects
- Knowledge and understanding of communities in Liverpool and Merseyside

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

6. Terms and Conditions

Hours of Working: 22.5 Hours - Part-Time 0.6 FTE (with some evening and weekend working hours)

Contract: permanent

Annual Salary: £26,000 - £27,500 (pro rata)

Annual Holiday: 15 (25 days pro-rata)

Flexible working: 20 Stories High is open to flexible work requests.

Responsible to: Executive Director

Relocation support of £500 will be available if needed.

7. How to Apply

We are committed to inclusive working practices and ensuring equal access. This pack is available in a range of formats including audio, large print, and screen reader compatible versions. If you have a more specific formatting requirement, please let us know and we will try our best to provide this for you.

For those interested in applying we will be holding an informal group zoom meeting so you can meet the company and find out a little bit more of what we do, who we are and why we do it.

It's also an opportunity for you to ask questions about the role or the process. This will take place: Wednesday 26 June, 5pm – 6pm.

Please email recruitment@20storieshigh.org.uk if you'd like to attend.

To apply for this role, please send the following:

1. Application form available: <https://www.20storieshigh.org.uk/wp-content/uploads/2024/06/Plain-Text-Communications-Campaigns-Coodinator-Application-Form-1.pdf>
2. An up-to-date CV

Alternatively, we welcome applications in video/audio format and BSL – please send a film/audio file answering the questions within the application form (no longer than 15 minutes).

If you have any additional access requirements to complete the application, please let us know and we will support this.

Please send your application to:

Amy Thompson, Administrator.

20 Stories High, Toxteth TV, 37-45 Windsor St, Liverpool, L8 1XE

recruitment@20storieshigh.org.uk

0151 708 9728

Recruitment process timeline

- **Application Deadline: Monday 8th July at 9am**
- Shortlisting: Successful applicants will be invited to a recruitment day by **Wednesday 10th July**
- **Recruitment days: will be held Tuesday 16th July**

If invited to interview, we will ask you about any access requirements you might have at each stage of the process (e.g. BSL interpreter, wheelchair access, additional breaks, dimmed lights, interview questions in advance). We can also cover any travel expenses.

Thank you, we look forward to receiving your application.

