



ABOUT US

Margate is home to a burgeoning creative community and has been identified as a key production hub within the Thames Estuary Production Corridor.

While creative businesses have grown by 158% since 2009, Margate has lost 11% of its commercial spaces in the last 20 years. Coupled with rising rents for the remaining eligible spaces, this has created a lack of appropriate venues for the variety of artistic pursuits. Creative practitioners urgently need space to protect and grow the creative industries in Margate.

Taking inspiration from other models developed to protect creative space such as in central London where property values are rising, the Trust in Margate will ensure that creative space and programming is inclusive. A central part of its mission is to support underserved communities to access opportunities within the creative industries, including leadership, jobs, training and enterprise development.

The project was co-created by the community and local creative practitioners, and the organisation is established as an independent entity by Thanet District Council on behalf of the Margate Town Deal Board.

Substantial funding has been secured from Central Government through the Margate Town Deal, and the Margate Creative Land Trust was registered as an independent charity in April 2022. Its goal is to purchase physical space in Margate, provide affordable rents and deliver community programmes to support inclusive, sustainable practice in the creative industries in Margate and across the area of Thanet.

Vision

A thriving, resilient and innovative creative sector that provides inclusive enterprise, employment and learning opportunities for people living and working in Margate and the surrounding areas.

Mission

To establish a variety of accessible and inspiring creative spaces that provides benefit to the community, creative sector and local economy in perpetuity.

Aims

- To protect, sustain and grow Margate's creative sector through improved security and sustainability, and by increasing the quantity of places for creative practice in the town
- To support the inclusive regeneration and economic growth of Margate and the district of Thanet
- To support the creation of new jobs and training opportunities within Margate's creative enterprises, and to address barriers to entry for Thanet's diverse communities
- To celebrate Margate's creatives and the achievements of the sector and, to support its growth and establishment as a regional creative hub

- To add value to existing market activity and to avoid displacement or crowding out of initiatives by others
- To support moves towards a zero carbon and environmentally sustainable economy through our investment decisions and operations
- To be a fair employer and promote equality, diversity and inclusion in all that we do
- To be evidence based in our investment decisions to meet the specific needs of Margate's creative community
- To be timely in our decision making and delivery
- To lead to enable the realisation of our vision
- To work in partnership and collaboration with others to achieve our mission

Values

Open & inclusive: We are friendly, approachable, accessible and seek to work collaboratively and in partnership. We will design ways to ensure we meaningfully and regularly engage with the communities we serve

Innovative: We know we have to play the long game to have a lasting impact, but we are not afraid to test or pilot radical ideas in the short term. We are ambitious and we will disrupt the status quo to ensure more underrepresented groups benefit from creative sector opportunities

Sustainable: We are a commercially sound, environmentally and socially responsible organisation and we champion this within the sector.



Job Title:	Community Engagement and Communications Manager
Responsible to:	Executive Director
Responsible for:	no staff responsibility
Salary:	c£35,000 - £40,000 pro rata dependent on experience (0.6 FTE)
Term:	Two-year fixed term contract

THE ROLE

This is a key role within the charity enabling us to engage with the wide range of creative organisations and individuals in Margate and across Thanet. The post holder will establish relationships with existing local networks, creative organisations and individuals, and work closely with external partners and the Trust. Executive Director to build a programme in support of the sector. The role also includes managing all the charity's communications and marketing activities, including but not limited to managing and updating the website, social media, overseeing the production of marketing materials, and writing copy as required.

Key Responsibilities

Community engagement

- Engage and empower the creative communities of Margate and the wider Thanet area, to help design and lead the programme so that all communities are at the front and centre of Margate Creative Land Trust (MCLT) programmes
- Inspire, recruit and support people to get involved with MCLT, including those who are currently not actively engaged in arts and culture
- To research, develop and maintain a rich engagement network of creative organisations, including local schools, colleges, community groups, resident groups, culturally diverse groups, faith groups, business communities etc.
- Collaborating with the Operations Manager and other colleagues to identify and develop opportunities for partnership working, particularly with agencies supporting under-represented groups
- Working with the Leadership team to explore opportunities for co-production and co-working with partner organisations to deliver the MCLT strategy
- Developing and delivering local creative community events that support learning, development and improve access to knowledge, such as workshops/ training days.
- To engage and maintain effective relationships with a range of stakeholders.

Communications and Marketing

- Lead on external communications and engagement for the organisation
- Develop a strategic plan for external communications & engagement that supports the delivery of organisational priorities through articulating the journey we are on producing a clear, coherent narrative over time
- Support senior leaders in crafting communications that are clear, relevant, and timely, in both planned and reactive situations
- Develop and maintain communications infrastructure including the website and social media channels
- Develop relevant and engaging external communications assets and messaging.
- Work with others to ensure the communications are accessible and relevant to all

General Responsibilities

- Maintain clear and adequate records of work completed; and to produce reports/evaluations on work programmes and activities as required.
- Contribute to team meetings and organisational priorities, to prepare and participate in supervision and appraisal meetings as required.
- Take direction on projects and priorities from your line manager, this may vary from time to time.
- Carry out word-processing, filing, and administrative tasks necessary to comply with the job description, including taking and disseminating minutes of meetings, both external and internal as required.
- Assist in the organisation of meetings, conferences or events organised by MCLT, if required.
- Provide support and assistance to colleagues – especially the Executive Director - as necessary.
- Abide by all organisational policies, codes of conduct and practices, and to work within a framework of equal opportunities, anti-discriminatory and anti-racist practice.
- Experience in event support, with a flexible attitude to working evenings, weekends and bank holidays within reasonable expectations
- To be flexible within the broad remit of the post

PERSON SPECIFICATION: Community Engagement and Communications Manager

Essential:

- Experience of developing relationships with a wide range of organisations /partners for mutual benefit
- Ability to work as part of a small agile team
- Experience of writing content for a wide range of media
- Experience of developing and delivering programmes guided by the use of insight and research
- Experience of managing a communications function in a small start-up organisation, engaging in both communications planning and delivery across multiple channels including social media, print and website.
- Ability to design new communications and engagement approaches, including embedding new systems and processes
- Demonstrable impact on organisational outcomes through high quality, insight-driven and considered engagement programmes and communications
- Maintain communications through e.g., website (WordPress), social media, LinkedIn,
- A good standard of written and spoken English is required

Desirable:

- Working in the creative sector

- Working in the not-for-profit sector
- Experience of producing-producing educational and creative community programmes

SKILLS & ABILITIES

Essential:

- Decision-making ability, using judgement to make recommendations in ambiguous and fast-moving situations.
- Understanding and knowledge of the requirement for confidentiality and safe working practice and maintenance of files in accordance with the Data Protection Act, GDPR and other legal requirements
- Understanding, knowledge and an active commitment to promoting equal opportunities, inclusion and diversity
- High level communications skills, written and verbal
- Ability to carry out a range of research and information-gathering activities.
- Ability to work effectively with a wide range of individuals and organisations and to maintain and develop positive relationships.
- Comfortable with operating with a high degree of change and ambiguity
- Ability to work on own initiative and with flexibility, through independently prioritising work, meeting tight deadlines, responding to urgent unplanned demands, and continually learning on the job
- Ability to think both logically and creatively, strategically and operationally e.g. through producing compelling content at pace that is underpinned by insight and thoughtful planning
- IT skills, including accurate data inputting skills, ability to use Microsoft programmes, understanding Wordpress (training can be giving), troubleshooting simple website problems, and willingness to learn new packages and IT skills as required.
- Experience of Adobe Creative Suite or similar programmes used to create documents and web banners.

Salary

c£35,000 - £40,000 dependent on experience, pro rata 3 days a week, subject to experience. Hybrid working with a least 1-2 days 'in the office' based in Margate

Hours

37.5 per week (pro rata)– with flexibility to work outside of normal office hours, evenings and weekends as required.

Benefits

25 days holiday plus bank holidays (pro rata)

Auto enrolment pension after successfully completing probation with regular employer's contribution

As a start-up, we anticipate benefits will be further developed by the charity, subject to Board approval

Equity, Diversity and Inclusion

The Trust values diversity and must represent Margate and the wider area for the entrepreneurial, creative and diverse place that it is. We are committed to social justice and tackling under-represented people from a wide range of backgrounds, including those in our immediate vicinity. We want to be as inclusive as possible from the outset. We particularly encourage applications from those who are under-represented, including people facing socio-economic barriers, LGBTQ+ people, and people with disabilities. We are very keen to hear from people who have lived experience of, and / or a personal connection to, Margate and the surrounding area.

How to apply:

To apply for this role please send your CV with a supporting statement (not more than two pages A4) explaining why you want to apply for this role and how you meet the job criteria outlined above to, info@margatecreativelandtrust.org

Please state in the subject line: **Community Outreach and Communications Manager**– First Name Last Name

When submitting your application, you will also be asked to provide personal information across several dimensions of diversity and inclusiveness. This information is kept entirely confidential and will not be used to evaluate your candidacy. We collect this data to help us analyse our recruitment process holistically and implement actions that promote diversity and inclusiveness. While optional, we strongly encourage you to provide this information as it will hold us to account and contribute towards our goal of building a fairer working world. We ask you because it matters to us all.

Applications Timetable

Deadline for applications: 10am, 30th January 2023

Shortlisted candidates contacted: by 3rd February 2023

Interview: w/c 6th / 13th February 2023

Period of notice: 1 week either way during probationary period. 2 months' notice after completion of the 3 months probationary period

Asylum and Immigration Act 1996: To confirm your right to work in the UK, MCLT is required by law to see the original of at least one document from HM Government specified list.

<https://www.gov.uk/government/publications/right-to-work-checklist/employers-right-to-work-checklist-accessible-version>