



Starcatchers seek Communications & Marketing Manager



Scotland's National Arts and Early Years Organisation

Title of post: Communications & Marketing Manager

Accountable to: Chief Executive

Responsible for: Overseeing the Administrator in their communications and marketing responsibilities; plus managing any additional communications and marketing freelancers and interns

Hours: Full-time (35 core hours per week), plus evenings and weekends when required.

Location: Scottish-based and working from home, with regular meetings in Edinburgh. The contract will include the option of reinstating an Edinburgh office.

Salary: £29,000

Holidays: 24 days p.a. plus 11 public holidays

Pension: Workplace pension provided. The People's Pension with 5% employee contribution and 3% employer contribution, in line with current regulations.

Starcatchers - Inspiring Babies, Toddlers and Young Children

Our Vision & Mission

We believe that our youngest children, those aged 0-5, should be able to fulfil their right to access arts and creative experiences that give inspiration, joy and wonder to early childhood in Scotland.

Our mission is to inspire babies, toddlers and young children by including them in high quality live performances and creative experiences that fulfil their right to access a rich arts and cultural life in Scotland regardless of where they live or their background.



Photo credit: Solen Collet

Background

Starcatchers was originally established as a pilot project in Muirhouse, North Edinburgh in 2006. Evolving over the last 14 years, Starcatchers has pioneered approaches to engaging creatively with our youngest children and their parents and carers. Through our programmes of work we connect with babies, toddlers and young children locally, nationally and internationally. Our work is carefully developed with the child at its heart and we have developed robust research and evaluation to underpin the work we do.

Starcatchers 3 core pillars of activity are :

- Producing and Touring – commissioning, producing and touring innovative, high quality, inspiring productions and installations to venues and communities across Scotland and internationally
- Community Engagement – programmes and projects that enable artists to work in communities and enable them to explore practice and form supported by research and evaluation to inform their practice and show the impact on babies, toddlers and young children of long-term engagement with artists and artistic practices
- Professional Development – programmes to support artists and Early Learning and Childcare practitioners to develop their creative practice and build the capacity of the arts and Early Years sector in Scotland

Our Values

Our organisational values are our touchstone – they guide and support us and those we work with. They help us deliver our work with purpose, focus and confidence.

Creative and Curious

We believe in the innate creative capacity we all have and we know that nurturing curiosity and asking questions allows us to create and deliver exciting, innovative work.

Bold and Brave

We are unafraid of new ideas and taking risks. We want to be pioneers, challenging perceptions of what can be made or shared with babies, toddlers and young children.

Collaborative and Connected

We celebrate our existing partnerships and seek out new relationships in the knowledge that our work is stronger because we are working with others who have diverse backgrounds and different expertise. We are open and care about those we work with ensuring that all voices are heard and respected.

Reflective and Responsive

We are a reflective organisation. We want to learn from the work we have delivered, understanding the successes and challenges to inform what we do next, and sharing our experience openly so as others can also learn from what we have done.

For further information about Starcatchers, please visit www.starcatchers.org.uk

Primary Purpose of the Role

The Communications & Marketing Manager performs a key role within the organisation. This post holder will lead on the development and implementation of Starcatchers communications, marketing and profile-raising activities working across all areas of the organisation, confidently connecting with partners and audiences across the Arts sector and the Third sector more widely.

Specific Duties and Responsibilities

- o To develop and implement a comprehensive Communications and Marketing strategy for Starcatchers that raises and sustains our profile locally, nationally and internationally.

Communications

- o To lead on all organisational communications both internal and external.
 - o To be responsible for ensuring Starcatchers' data and communications are in line with the General Data Protection Regulation (GDPR) 2018 and that all digital project activity complies with Online Safety.
 - o To develop and maintain positive working relationships with local, national and specialist media across sectors including Arts, Early Learning and Childcare, Education, Third Sector and Health.
 - o To develop and nurture relationships with other Arts or Early Years sectoral organisations as a means of sharing practice, disseminating information and seeding opportunities.
 - o To liaise with artists and project staff to identify opportunities and promote Starcatchers' activity.
 - o To devise and implement audience research surveys for projects and productions and provide feedback and figures for reporting and development purposes.
 - o To work as part of the Management Team to identify opportunities for generating income alongside projects and productions including supporting the organisation's fundraising activities.
 - o To manage content and user experiences across Starcatchers' website and social media channels.
 - o To oversee and maintain organisational contacts database.
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Marketing

- o To devise and manage the delivery of all marketing activities including: campaign planning and delivery, online and social media content, print, design and distribution, press and PR, and brand development.
- o To lead on the design and production of marketing materials required for promotion of Starcatchers activity. This may either be through in-house design or in collaboration with external designers.
- o To act as the main marketing liaison for Starcatchers touring productions, offering and providing support to touring venues marketing departments.
- o To manage the marketing budgets for projects across Starcatchers' key pillars and ensuring activity is delivered within these budgets.
- o To commission and manage freelance designers, photographers and filmmakers.
- o To manage the development of the Starcatchers website, ensuring all online content is refreshed and kept up to date.
- o Keeping up-to-date with current marketing and digital trends in the Arts and Third Sector.

Evaluation & Reporting

- o To contribute to the development of new evaluation reports and funding applications where appropriate.
- o To provide quantitative and qualitative information from productions and projects.
- o To work with filmmakers and photographers to provide documentation to support evaluation processes.

General

- o To oversee the communications and marketing support role provided by the Administrator.
- o To manage any communications and marketing interns, work placements or freelance marketing staff.
- o To fully participate in company meetings and events as required.
- o To contribute to the ongoing fundraising of the organisation as required.
- o To attend relevant training as and when required.
- o To positively represent Starcatchers at events, productions and other appropriate sector occasions.
- o Any other duties appropriate to the post and organisation.

Closing date: Friday 20th November 2020 at 12pm

Interview dates: Wednesday 25th and Thursday 26th November 2020 by video call

Access: If you would prefer a face-to-face interview in Edinburgh to a video call, for access reasons, please advise us as part of your application.



Skills and Experience

Qualifications/Experience

- o Degree qualification or similar relevant work experience
- o Management level experience in Communications and Marketing, in an Arts or Third sector organisation
- o Demonstrable understanding of the Scottish Arts and/or Early Years landscape

Essential

- o Extensive experience of developing and implementing marketing strategies and campaigns.
- o Excellent communication skills, both oral and written.
- o Excellent interpersonal, organisational and planning skills.
- o Experience of managing multiple priorities and being able to work to tight deadlines.
- o An ability to work as part of a small team and build relationship with external partners and stakeholders.
- o Excellent IT skills including Word, Excel and Outlook.
- o Knowledge of CMS, managing social media and digital marketing.
- o Experience of managing budgets.

Desirable

- o An understanding of Early Years policy
- o Skills in InDesign and Microsoft 365
- o Experience of arts marketing

Personal Qualities

- o Ability to think strategically and imaginatively
- o Approachable, empathetic manner
- o Analytical and problem-solving skills
- o Energy and commitment

How to apply

To apply, please download and complete the Application Form and return it to Judith.walsh@starcatchers.org.uk by Friday 20th November 2020 at 12pm. In the interest of equal opportunities we want to ensure that information about candidates is provided in the same format, therefore all applicants are required to complete our application form and CVs will not be accepted.

Alternatively, you may submit a video application outlining your skills, experience and why you would like the job, along with your qualifications and work history details. Please contact judith.walsh@starcatchers.org.uk to arrange.

Starcatchers welcomes applications from all sections of our community. We also ask all candidates to complete a short equal opportunities survey on Survey Monkey so we can anonymously collect information to enable us to monitor the effectiveness of our equal opportunities policy. This information is anonymously stored and for statistical purposes only.

Please follow [this link to complete the survey](#).

If you have any questions about the role or to make the application process as accessible as possible, please call Judith for an informal chat on 07976 531 117.



Starcatchers

Starcatchers is Scotland's National Arts and Early Years Organisation, charity registration SC042222. Our vision is that every child is inspired through innovative, beautiful, collaborative arts and cultural experiences from birth regardless of where they live or their background. Our work is driven by evidence of the hugely positive impact that engaging and participating in arts can have on a child's development and overall wellbeing, and by our commitment to ensure children's rights under the United Nations Convention on the Rights of the Child are fulfilled.

Since 2006 we have delivered consistently across three programmes of work:

We connect artists with some of Scotland's most marginalised families and communities, offering a long-term creative early intervention approach to building parental capacity, family resilience and cognitive, physical, emotional and social skills for life. Our projects provide safe, nurturing opportunities for carers and children to have fun and be creative together. Relationships and parent/child bonds are strengthened through these shared experiences in arts activities such as music, drama, creative movement, mark-making, storytelling and puppetry. The arts are also exceptional tools for empowering very young children whose language is still in development, enabling them to communicate in ways that are meaningful for them. Our activities support the adults who care for these young children, including teen mums, kinship carers, and adults facing challenges of living in poverty.

We reach children and families through live theatre, music, dance and arts installations, with a commitment to delivering high quality, inspirational experiences in areas of deprivation and rural areas.

We provide unique artist-facilitated training and professional development for early years professionals across sectors, recognising the crucial role that adults play in facilitating the best creative opportunities for very young children. We also support and nurture the expertise, curiosity and creativity of artists who want to develop their professional practice in Early Years.

STARCATCHERS EQUAL OPPORTUNITIES POLICY STATEMENT

Starcatchers wholeheartedly supports the principle of equal opportunities and values the individual contribution of people, irrespective of sex, age, marital status, disability, sexuality, race, colour, religion, ethnic, or national origin, history of illness, needs of dependents and/or parenthood. We believe that it is in the company's best interests, and all those of who work in it, to ensure that the human resources, talents and skills available throughout the community are considered when employment and training opportunities arise. To this end we are committed, within the framework of the law, to achieving and maintaining a workforce who broadly reflect the local community in which we operate. Every possible step will be taken to ensure that individuals are treated equally and fairly and that decisions on recruitment, selection, training, promotion and career management are based solely on objective and job related criteria.

