# Marketing and Communications Manager

**Reports to**: Interim Head of Services

**Responsible for**: Digital Content Coordinator and Fundraising & Communications Coordinator

**Budget Responsibilities:** Digital marketing and communications

**Based:** Our office is in London, NW1. Most of our staff combine some home working with some days in the office. This role may involve some UK travel.

**Salary:** £29,840 (£37,301 Full Time Equivalent)

**Hours:** Part time – 28 hours per week. This role may include some work outside these hours for evenings and weekends. Time off in Lieu is offered for additional hours worked.

**Contract Type:** Permanent

**Pension:** 10% employer contribution

**Holiday:** 26 days per year (pro rata for part time or short-term contracts)

# About Attitude is Everything

We are a charity that connects disabled audience members, performers, employees and volunteers with music and live event industries to improve access together.

Through our work:

* Disabled people lead the change.
* Industry professionals learn from real-life experience and expertise.
* Barriers are identified and removed.
* Good practice is celebrated and rewarded.
* More disabled people play their part in music and live event industries.

We have been working with the UK’s music and live event industries for over 25 years and increasingly work internationally. Attitude is Everything is a highly trusted ‘brand’, attracting a wide range of industry partners who now work with us to achieve our goals.

As a disabled-led charity, we welcome disabled applicants – as well as applicants from underrepresented backgrounds - and work with employees to meet any access requirements.

# Purpose of the role

We are looking for a Marketing and Communications Manager to lead for developing, managing, and delivering our marketing and communications. This includes securing positive coverage of the charity’s work, promoting our training and consultancy services, and ensuring diverse range of disabled people feel engaged and included within our work.

You will work closely with colleagues across projects to ensure that we communicate the variety of our work and the voices of disabled people consistently and to a high standard across all our communications channels and platforms You will also be the organisational lead on ensuring we follow good practice in the accessibility of our website and social media communications.

This is an idea role for someone passionate about communication, accessibility and engaging with intersectional audiences.

# Responsibilities & duties

**Strategy and brand management**

* Oversee the implementation and continuous development of the content plan and social media strategy.
* Contribute to the organisation’s strategic direction alongside fellow managers.
* Develop a Communications Handbook with brand and accessibility guidelines, ensuring social media and website content meet accessibility standards.
* Support colleagues in producing, editing, and quality-assuring content that aligns with brand guidelines and accessibility best practices.
* Implementing Attitude is Everything’s digital marketing and fundraising strategies

**Website and social media**

* Manage and develop the WordPress website, overseeing content updates such as news posts, beneficiary stories, and static pages.
* Digitally market Attitude is Everything’s fundraising, training and consultancy offers.
* Track and report impact on digital marketing campaigns and build improvements for future campaigns
* Monitor website performance and user engagement.
* Manage the annual communications and content plan and social media strategy to reflect the needs and values of the live events industry and disabled communities.
* Use scheduling tools and engagement analytics to refine strategy and content plans.
* Oversee digital platform management, ensuring line reports can respond to public and private messages.
* Supervise and support the Digital Content Coordinator and Fundraising and Communications Coordinator in content creation.

**Press & media**

* Work with the PR consultant to produce press releases and pitch media features.
* Maintain and develop media relationships alongside the Senior Management Team and freelance PR consultant.
* Support the Senior Management Team on developing positions around political or social issues affecting disabled people
* Supervise the Digital Content Coordinator in monitoring and recording press coverage.
* Produce the organisational newsletter via Mailchimp, incorporating colleague input.
* Ensure branding, tone consistency and accessibility best practices across all project newsletters.

**Asset creation**

* Oversee in-house and freelance digital content production for projects, campaigns, fundraising, and commercial services.
* Ensure accessible formats for publications and videos by commissioning third-party services.
* Organise and maintain the SharePoint filing system for communications and marketing assets.

**Networks, campaigns and industry engagement**

* Connect with the Charter team to confirm engagement campaigns celebrate and amplify the impact of the Live Events Access Charter, ensuring visibility within the Live Events Industry.
* Collaborate with the Training and Consultancy teams to support sales efforts through effective marketing and content creation.
* Manage storytelling campaigns that highlight successes and case studies across projects and industry initiatives.
* Work with colleagues to identify opportunities for cross-promotion and alignment across different projects, ensuring a cohesive external presence.

**Management duties**

* Support the Fundraising and Communications Coordinator in delivering digital fundraising activities.
* Manage and support the Digital Content Coordinator and Fundraising and Communications Coordinator, providing regular supervision, training, and performance reviews.

**General**

* Collaborate with colleagues on implementing the annual external and internal activity plans.
* Represent Attitude is Everything at events, including networking, presentations, and workshops.
* Undertake other reasonable tasks as required by the line manager, Board, or Managing Director.
* Maintain GDPR compliance in data collection and storage.

# Key skills & person specification

**Disability & lived experience**

* Strong personal commitment to and understanding of the Social Model of Disability and the barriers disabled people face in accessing music and live events.
* Strong understanding of disability, diversity, inclusivity, and intersectionality in communications, with the ability to explain why representation matters.
* Ability to explain the impact of shared lived experience in driving positive change.

**Accessibility in digital & written communications**

* Experience in producing accessible digital and written formats.
* Knowledge of inclusive and accessible design, including multiple accessible formats (e.g. Easy Read, Large Print, BSL interpretation, Audio Description).

**Website and social media content**

* Professional experience managing multiple social media platforms, understanding different audiences and strategies involved in each platform.
* Ability to use analytics and other data to inform content strategies.
* Experience in editing and creating accessible, user-focused website content in WordPress or similar platforms.
* Strong understanding of multiple methods of accessibility in social media and website content, including practical experience of reviewing the accessibility of digital content.

**Asset creation & copywriting**

* Skilled in writing, editing, proofreading, and reviewing engaging online content.
* Ability to craft compelling written content.
* Ability to prioritise workloads to meet organisational needs, with support from line management.

# Expectations of all staff at Attitude is Everything

**These are expectations we have for all our roles at Attitude is Everything. You will not be asked to directly demonstrate this on your application, but we may not take your application further if your application or interview give us a reason to believe you do not meet these standards.**

**We expect staff to:**

* Treat colleagues, audience members, trustees, live events industry professionals and everyone you meet through your work in the charity in a fair and respectful manner.
* Support equity and inclusion for anyone who experiences barriers of discrimination due to any protected characteristic under the Equality Act.
* Maintain professional boundaries with colleagues, live event industry professionals and any volunteers who you meet through your work in the organisation
* Approach your role with honesty and integrity and avoid using your connection with the charity for personal gain or that of family or friends.
* Be able or willing to learn to use the software we use for work and monitoring (specifically Microsoft Office, Microsoft Teams, Salesforce and Zoom.)
* Maintain trust and confidentiality, including avoiding sharing details of confidential conversations on social media
* Be passionate about removing barriers that prevent disabled people from accessing the Music and Live Events Industry.
* Avoid negative or patronising stereotypes or assumptions about disabled people or treating any one impairment as more ‘important’ than another.
* Support our aim of being a ‘critical friend’ to the industry – giving honest feedback in a positive and constructive way.
* To abide by our policies – particularly around Equality and Diversity, Anti-Bullying and Harassment and safe working practices.

# Application Process

We’d like you to apply by providing us with your CV and answers to the questions in the Application Questions document in a way that you feel most comfortable with. This could be written, in video or audio form. We will review your application based off the Application Questions alone so please do not feel that you need to create a bespoke CV for the role.

You can find out more about recruitment at Attitude is Everything, how we assess applications and how we make decisions in the attached document.