



Job description

Head of Communications (maternity leave cover)

Location:	Free Word (currently remote, see Covid-19 note below)
Reports to:	Director English PEN
Contract:	Part-time, fixed term to 31 January 2022
Hours:	Three days a week, generally to be worked between the core hours of 9am and 6pm Monday to Friday
Salary:	£35k-38k pro rata

Established in 1921, English PEN is the founding centre of PEN International, a worldwide writers' association with 145 centres in more than 100 countries. We are also a founding member of the Free Word Centre. We campaign to defend writers and readers in the UK and around the world whose human right to freedom of expression is at risk through their campaigns, residencies, events and translation programmes.

This is temporary, part-time post to cover maternity leave of up to one year from mid-January 2021. The post holder will be subject to a formal probationary period of six months.

English PEN wishes to encourage applications from candidates who are under-represented in the creative industries.

Key Responsibilities:

1. To develop and implement English PEN's marketing and communications strategy across all English PEN's programmes including fundraising, membership, campaigns, translation and writer's events
2. To build English PEN's profile and brand
3. To develop and implement a global campaign for English PEN's centenary, working with PEN International

Tasks and Duties relating to responsibilities

Strategy and planning

1. Work with the Director and programme managers to embed the communications strategy
2. Build and manage partnerships to extend English PEN's reach and impact including managing data sharing agreements
3. Review and implement PEN's brand and ensure consistency of tone on all our material and platforms
4. Ensure content on our website is engaging and up to date

Campaigns

5. Work with programme managers, partners and advisors to develop our centenary campaign for 2021
6. Manage the communications grid, ensuring timely and effective communications

Membership and Fundraising

7. Work with the Director and Membership & Events Officer to build our membership, ensuring effective communications and engagement with members including Silver PEN corporate members
8. Support the Director and programme managers promoting fundraising events and creating spot campaigns
9. Provide specialist marketing knowledge to support project development and funding applications

External Communications

10. Develop and manage press lists and be the first point of contact for press enquiries
11. Proactively gain press coverage for PEN's events, campaigns and issues
12. Monitor and evaluate press coverage and communicate it regularly to the team and board

Marketing

13. Lead on PEN's audience development plan
14. Reach out to new audiences and positively engage our existing audiences
15. Aim to increase ticket income from PEN's events
16. Working with the Events and Partnerships Manager, and Translation and International Manager to ensure that PEN has adequate evaluation systems and that data is collated, reviewed and used to inform future strategy

Data and Archiving

17. Ensure that appropriate audience and membership data is collected and analysed
18. Ensure due diligence to GDPR is met throughout the team

Digital

19. Manage social media content across our platforms and develop online partnerships
20. Ensure that the team takes opportunities to create engaging social media content
21. Assist colleagues to develop an appropriate database to support PEN's membership and fundraising

Person specification

- At least three years' experience in a professional environment with relevant experience in communications, marketing, press and campaigns, and membership and customer relations
- Knowledge of IT software including Microsoft Office and WordPress
- Experience of developing and implementing marketing and communications strategies, social media and online campaigns
- Experience of developing and managing press campaigns, both digitally and in print/broadcast media
- Experience of managing timely responses in the media
- Able to work productively in a small team with an ability to prioritise effectively
- Inventive and proactive
- Committed to English PEN's values of freedom of expression, ideas and movement

How to Apply

If you would like to apply, please send your CV with a covering letter telling us why you are interested in the role and explaining how your experience and skills make you a suitable candidate. Please send to jobs@englishpen.org by **12 noon, Tuesday 10 November 2020**.

Closing date for applications: 12 noon, Tuesday 10 November 2020.

First-round interviews via video call: Monday 30 November 2020

Please note, applicants must have a legal right to work in the UK.

Terms & Conditions

Salary

£35k-38k per annum pro rata

Hours of work

This is a part-time post and the postholder will be expected to work 21 hours per week on average, generally between the core office hours of 9am to 6pm Monday to Friday.

Due to the nature of the role it may occasionally be necessary to work some evenings and weekends in order to fulfil your role successfully. English PEN does not pay overtime allowance but time off in lieu (TOIL) may be taken by agreement with your line manager and in accordance with the Staff Handbook.

Flexible working

English PEN is committed to offering flexible working where possible and by agreement.

Location

The post is based at English PEN's London office, currently in Farringdon. Some travel local and national travel will be required. The postholder may sometime need to work remotely; please note our Covid-19 statement below.

Annual Leave

Paid annual leave of 25 days per annum plus eight public holidays pro rata.

Pension

English PEN operates a group personal pension scheme which is open to all employees. Membership will be by auto-enrolment three months after the starting date.

Probationary period

There will be a probationary period of six months.

Expenses

You will be reimbursed for all reasonable travel, accommodation and other expenses which are wholly, exclusively and necessarily incurred in relation to the performance of your duties and responsibilities, in line with English PEN's expenses policy.

Notice Period

Following the successful completion of a six-month probationary period, one months' notice is required. During the probationary period, two weeks' notice is required on either side.

Policies and Procedures

You are required to comply with all the policies and procedures stated in the staff handbook and as provided by English PEN.

Equal Opportunities

English PEN is committed to equality of opportunity in all its activities and employment practices.

COVID-19 RECRUITMENT STATEMENT

Please note that during this time, our recruitment process will be a bit different to normal and measures will be put in place to ensure the safety of candidates and our own staff through every process from application, short-listing, interviews and offer stage.

The usual place of work for this role would be Free Word, 60 Farringdon Road, London EC1R 3GA, however, all English PEN staff are currently working from home. Risk assessments and safety policies are being developed and will be implemented in due course to ensure a safe return to our premises in line with changes to government guidance and in consultation with our staff. Any new staff joining our team in this interim process will be consulted with in the same way whilst transitions to working environments are taking place. New staff will receive the support and provision required to effectively perform the job role, particularly if this cannot be within the office environment (i.e. working from home).

Successful short-listed candidates will be invited to an interview that will be conducted in a safe, and in an appropriately socially distanced manner. This may be via Zoom, or other video-conferencing apps, over the phone, or even in person if this is deemed safe and appropriate for all parties, and in line with government guidance at the time. Interview format will be discussed and agreed with each successful short-listed candidate.

Format and procedures for commencement of the position, inductions and training will be discussed with successfully candidate at offer stage.

If you have any further questions in relation to our Covid-19 response, please email our Head of Finance & Governance, Deborah Bourne (deborah@englishpen.org).