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JOB DESCRIPTION

HEAD OF ADVOCACY AND ENGAGEMENT

Reporting to: Chief Executive
Part of Senior Management Team (SMT)

Responsible for: The development and delivery of the Advocacy and Engagement Strategy of Stagertext as agreed by the Board and CEO.

Line Management: Marketing and Administration Coordinator and management of any freelancers including PR, Design and occasional placement(s).

Purpose: To use advocacy, marketing, communications and engagement to ensure Stagertext is recognised as the leading exponent of quality accessible captioning within the cultural sector. To ensure more people know about captioning, more venues offer it, and that Stagertext's position continues to be that of the standard bearer for quality text-based access.

Key Responsibilities:

Broadening and Supporting Our Clients

Advocacy:

- Working within the agreed Stagertext Advocacy strategy to lead campaigns and ensure their successful implementation.
- Lead on the delivery of Captioning Awareness Week (November, annually)
- Identify advocacy opportunities to enhance the profile, positioning and impact of Stagertext's work.
- Liaise with staff and key stakeholders, such as arts organisations, press, and campaigning organisations, to support advocacy projects from conception through to delivery – ensuring they achieve maximum results.
- Keep abreast of campaigns and advocacy activity in the arts/social sector to deepen understanding and insight, and share best practice and ideas with colleagues.
- Be responsible for the day-to-day line management and overseeing the execution of all internal and external communications, including online, digital, social media, press and PR – across all stakeholder groups.
- Implement and continue to evolve our multi-channel communications strategy.
- Continue to increase awareness and understanding of Stagertext in both the

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arts and cultural sector, and in deaf, deafened and hard of hearing communities.

- Ensure consistent and accurate messaging throughout the company, supporting staff to deliver high quality communications.
- Oversee press function, acting as point of contact for press agencies and enquires, working with the Marketing and Administration Coordinator and/or freelancers in developing stories for journalists and nurturing relationships with key journalists, as well as developing new opportunities.
- Liaise with key departments to provide communications advice and support where relevant.
- Manage the annual advocacy and marketing budget.

Developing and Understanding our Audiences

- Work with the CEO to manage the continuing development of the Stagetext brand, ensuring its application is consistent and appropriate across the organisation's activities.
- Engage PR consultants for specific campaigns to secure opportunities for Stagetext in the mainstream press.
- Explore opportunities and attend exhibitions and conferences to promote Stagetext's services.
- Facilitate and manage the new Advocacy panel (Sector Advisory Group)
- Facilitate and manage the Ambassador panel (User Panel) with support from the Marketing and Administration Coordinator.
- Develop research findings into advocacy and marketing campaigns, in liaison with the Head of Insight and Development.

Underpinning our services

- Line manage the Marketing and Administration Coordinator in ensuring the delivery of the Advocacy strategy against targets.
- Provide HR support to line managed staff including:
 - induction of new staff (where appropriate)
 - circulating office policies

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- Collect and interpret monitoring data for Advocacy and Engagement reporting to the Board and external stakeholders (in liaison with the Head of Insight and Development).

Growing our resources

- Work with the Head of Systems and Services to set client prices and identify delivery efficiencies to maximise earned income.

Stagetext is a small organisation where staff help each other when required and everyone deals with general enquiries.

Person Specification

Essential:

- A minimum of 3 years' experience of working within an arts or cultural setting
- Experience of managing people and leading teams.
- Experience of designing and leading campaigns with an arts or social change setting.
- Excellent written skills and ability to adapt styles and techniques to target different stakeholder groups.
- Understanding of brand values and experience of being a brand gatekeeper.
- Excellent proofreading skills, with a meticulous eye for consistency across all platforms.
- Strong verbal, interpersonal and relationship skills, in order to work effectively with a range of and stakeholders.
- Experience of working with volunteers.
- Demonstrable evidence of achievement in communications to raise profile, ideally within the arts.
- Strong contacts with relevant arts and/or social sector press and outlets and ability to network.
- Ability to confidently contribute to, and work as a member of a team.
- Experience of and ability to manage a busy workload and to prioritise working to tight deadlines.
- Self-motivated with a 'can do' attitude.

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Desirable:

- Experience of working with deaf, deafened and hard of hearing people.
- Basic understanding of BSL.

Terms of employment and remuneration

The salary is £38,000 - £43,000 p.a. Depending on experience.

This is a 1-year fixed term position with a 3-month probationary period. Stagertext offers its employees 5 working weeks of leave per year (plus all public holidays) which equates to 33 days for full-time employees. Stagertext contributes 6% to a stakeholder pension for its employees.

The role will work remotely but with regular quarterly team days either in London or our new base. Normal office hours are 9.30am to 5.30pm, but the post-holder may be required to work outside of these hours depending on the task at hand. TOIL will be given.

Stagertext is an equal opportunities employer.