

**wasps\_**



# **Marketing & Communications Manager**

**Information Pack – September 2020**

## Background

Wasps has been supporting the arts community in Scotland for 43 years. We have grown to become one of the UK's largest studio providers and home to Scotland's largest cultural community. We currently house 900 visual artists, 35 arts charities and 33 creative businesses at 20 locations from the Scottish Borders to the Shetland Islands. Their work in turn touches the lives of thousands of people across Scotland and beyond.

In addition, our activities support the regeneration of many deprived communities across Scotland. We redevelop redundant, historic buildings into beautiful facilities for artists and creative industries, improving the physical appearance and economy of the communities in which they are located.

Wasps also delivers a range of arts enterprise activity including exhibition, workshop and residencies opportunities, along with professional development support for our creative tenants, delivered across our nine galleries and four residency spaces.

Our plans for the future are exciting! We recently completed our first creative hub outside of Glasgow - Perth Creative Exchange, which opened in November 2019. Our next exciting development - Inverness Creative Academy Phase 2 is currently onsite and due to open in summer 2021, with Phase 1 completed in December 2018 and now a fully occupied, vibrant facility in the heart of the Highlands. These projects between them will deliver over 60 new studios for artists and space for 30 creative businesses in these locations. We also have a programme of property upgrades and energy efficiency initiatives planned as part of our five year Business Plan (2018-23).



## Marketing and Communications Manager

The Marketing and Communications Manager for Wasps is a key role within the organisation which has now become available. This is an exciting opportunity for an experienced individual in a role which provides an important link between Wasps staff team, our 20 studio communities across Scotland, our Board, as well as a wide range of stakeholders, funders and development partners we engage with on a regular basis. Based in The Briggait, in Glasgow, the post will report directly to Wasps Chief Executive Officer, will join Wasps Senior Management Team and has a salary of circa £30,000 pa, dependant on experience.

The Marketing and Communications Manager will be responsible for overseeing the delivery of Wasps five-year Marketing and Communications Plan. The successful individual will play a key role in engaging with our diverse network of 1,000 studio holders located across

Scotland and in managing all social media and web based platforms for the organisation. The role is supported by an Admin and Marketing Assistant, who the successful candidate will manage.

In light of COVID-19, much of our communications has moved online with tenant forums, digital marketing and a refresh of our website now key elements of the workload moving forward.

## **Wasps Marketing & Communication Strategy Objectives 2018-23**

Communications and marketing have become increasingly strategic elements of Wasps operation since organisational restructuring in 2017. Given our geographic reach and the number of tenants across our estate, the need to communicate effectively with our artists across the network, as well as with partners, funders and external organisations, is critical.

Our website was restructured in 2016/17 to enable more social media activity and web interaction across a wider range of platforms. Wasps brand was refreshed in our 40th year (2017/18) to take us forward as a relevant organisation for the next 40 years. The rebrand has been implemented across our digital presence and print and will be rolled out to all our properties during the Business Plan period (2018-23).

The focus of our communications and marketing strategy for the Business Plan period is to:

- Build positive relationships with tenants (artists, cultural organisations, creative industries and commercial companies), Wasps Board, current and potential funders and investors, supporters and stakeholders using relevant means, particularly, engaging digital and social media content
- Manage communications around capital projects by working with locally established steering groups and embed Wasps offer in the communities where they are being developed and promote new studio space created
- Deliver a marketing strategy to raise Wasps profile as home to Scotland's largest cultural community and the UK's largest studio provider, while raising the profile of the creative practices we support
- Maximise occupancy of our estate, residencies and exhibition spaces, along with attendance at our events through focussed marketing and communication approaches using a variety of mediums and press contacts
- Develop and manage tenant liaison protocols to ensure tenant satisfaction with our service
- Monitor Wasps activity through Key Performance Indicators and tenant surveys

## **Job Description**

The Marketing and Communications Manager will work with the Chief Executive Officer to deliver a strategic marketing and communications plan for Wasps which ensures that the organisation builds positive relationships with Wasps studio holders (artists, cultural organisations and creative companies), Wasps' Board, strategic partners, current and potential funders, supporters & stakeholders by delivering a pro-active and engaging communication and marketing strategy. The duties include:

1. Delivery of Wasps strategic Marketing and Communications Plan to address all relevant audiences using the appropriate paid, earned and owned channels and tactics.

2. In accordance with the Marketing and Communications Plan, oversee the management of Wasps social media and digital marketing activity with the aim of engaging Wasps target audiences and increasing Wasps reach and following.

3. Plan, develop, and deliver internal and external communications and marketing campaigns to raise brand awareness and meet Wasps' strategic communications objectives, including but not limited to, procurement and management of:

- a. websites, e-mail marketing & social media
- b. external and internal design services
- c. print, brochures, promotional materials, including annual reports
- d. photography and filming
- e. advertising and editorials
- f. distribution and direct mail
- g. tenant surveys
- h. tenant forums

4. Pro-active and regular communication with all studio holders and building users to build strong internal relationships, and lead on innovative approaches to promoting opportunities within the studio network.

5. Lead, line manage and motivate Wasps' Administrative & Marketing Assistant enable them to make effective contributions to the delivery of Wasps strategic communications, with a particular focus on digital marketing, copywriting and administrative support to marketing and communications activities.

6. Be the first point of contact for press and media enquiries. Develop and maintain press and media contacts for Wasps, develop and pitch story ideas, prepare and distribute press releases, statements and media briefings as required with a view to expanding awareness and understanding of Wasps, our network and strategy, to new audiences, including the business, arts and social enterprise sectors.

7. Manage the approach to, and development of, appropriate content for press and media campaigns, including managing resource and bringing in external PR support where required.

8. Manage an annual budget for marketing and communications spend, monitoring and reporting on spend throughout the year, ensuring budget spend is delivering a return on investment, supported by Wasps Finance Team.

9. Work with Wasps Projects Team to manage media enquiries and communications around capital projects and, by working with locally established steering groups, embed Wasps offer in the communities where they are being developed.

10. Work with Wasps Property Team to promote available studio space, new facilities, residency spaces, Meanwhile Spaces and environmental sustainability across Wasps' Estate to potential studio holders and new audiences.

11. Work with Wasps Art Enterprise Team to promote and support Wasps Arts Enterprise Plan, managing communications and marketing around exhibitions, events, art fairs and other activities required to successfully deliver Wasps Arts Enterprise Plan.

12. Develop, implement and monitor tenant liaison protocols in partnership with Senior Management.

13. Collate and report key performance indicators quarterly, with the assistance of the Admin and Marketing Assistant, on delivery and reach of the marketing and communications activity, for consideration by Wasps Management and Board.

14. Monitor, evaluate and report on the effectiveness of the communication and digital strategies in order to measure impact, identify areas of best practice and areas for improvement.

15. Prepare detailed reports on marketing and communications activity for consideration and Wasps Sub-Committee meetings, working with the Chief Executive Officer.

16. Maintain excellent current awareness of the latest developments in marketing trends, digital innovation and cultural engagement.

17. Developing and implementing proposals and policies where required to measure, monitor and improve satisfaction with the company's services among its tenants, partners and stakeholders, in partnership with Senior Management.

18. Develop and implement a robust internal communications plan, with assistance from the Marketing and Admin Assistant.

19. Ad-hoc design tasks as required.

20. Provide support and advice for complex communications to the wider staff team in partnership with Senior Management, sharing best practice in communications and marketing.

21. Any other duties as required by the Chief Executive Officer.

## **Person Specification: Essential Skills and Attributes**

1. Educated to degree level or equivalent with a relevant professional qualification in communications and /or marketing.
2. Excellent communication skills (both oral and written), with the ability to communicate complex information with a wide and diverse range of stakeholders in a format appropriate to each.
3. Ability to efficiently manage your workload and prioritise as appropriate to meet targets and deadlines.
4. Ability to manage budgets and report on expenditure
5. Experience of managing a range of social media channels and online marketing activity
6. Experience of preparing and distributing press releases
7. Ability to work well with internal and external stakeholders, collaboratively and in a team-oriented way
8. Excellent administrative and organisational skills
9. Excellent interpersonal skills.
10. Excellent computer skills, including Excel, Word and databases Excellent computer skills, including Excel, Word, Mailchimp, Wordpress and use of Customer Relations Management (CRM) Systems.
11. Management or staff supervision experience
12. Understanding of the art sector, business community and /or third sector in Scotland
13. Experience of building and maintaining relationships with key media contacts, stakeholders and colleagues.

## Place of Work

The post will be based at Wasps Head Office at The Briggait, 141 Bridgegate, Glasgow, G1 5HZ. As a result of the COVID-19 pandemic the postholder may be required to work remotely, in line with Scottish Government guidance. The post holder will therefore require to be flexible in line with current circumstances.

## Hours of Work

35 hours per week. Monday to Friday. 9 - 5 pm

## Salary

Up to £30,000 pa dependant on experience.

## Contact Details

For further details please contact:

Stuart McCue-Dick, Executive Director – Corporate Services  
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141 Bridgegate  
Glasgow G1 5HZ  
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## To Apply

Please submit your CV along with a covering letter outlining why you would be suitable for the role to Stuart McCue-Dick at the above email address by Tuesday 6 October 2020 at 5pm. Please include the contact names, phone numbers and email addresses for 2 referees, one of whom should be your current or most recent employer. Interviews will be held on Friday 16 October 2020 online / in Glasgow.

Submissions should be titled: ***Private and Confidential - Job Application***

**PLEASE NOTE – no agencies**