# Head (Communications)

## Role Description

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| Salary grade: |  | E |
| Reference number: |  | HC |
| Team: |  | Governance and Corporate Services (Planning and Communications) |
| Reporting to: |  | Director (Arts Development) |
| Line managing: |  | Communications Officer  Web Content Editor  Design and Publications Officer  Translator |
| Location: |  | Cardiff |
| Travel: |  | Frequent |

### The Arts Council of Wales

Arts Council of Wales is an independent charity, established by Royal Charter in 1994. It is a Welsh Government Sponsored Body whose members are appointed by the Welsh Government.

The Welsh Government provides the majority of our funding. We also distribute funding from the National Lottery and raise additional money for the arts where we can from a variety of public and private sector sources.

We’re ambitious for the arts in Wales. Our vision is of a creative Wales where the arts are central to the life and well-being of the nation, making our country an exciting and vibrant place to live, work and visit. The success of our vision depends on the imagination and creativity of our artists, the quality of their work and the efforts that are made to reach out to and inspire audiences. We work to create the environment in which ambitious, enterprising artists can grow and flourish, where as many people as possible enjoy and take part in the arts.

### Our values

As a public body we’re expected to uphold the highest standards of accountability and openness. We also value creativity and innovation. Our staff often work together in groups and teams to achieve our programmes of work. We place particular emphasis on flexible, collaborative working and support our staff to nurture and develop these skills.

### About this role

The Head (Communications) plays a leading role in promoting an accurate, positive and informed view of the Arts Council, and of the activity we support. The Head ensures that we promote our work in a single, consistent voice, in a manner that is arresting, engaging and accessible.

The Head leads a team of Communication specialists who together develop print and electronic material – in Welsh and English – that reflects the Arts Council’s values, ambitions and identity. The Head coordinates the delivery of promotional campaigns and events that raise the profile of the arts and the Arts Council itself. A key goal for the team is to promote the arts in innovative ways to reach a new and broader audience.

### Principal responsibilities

Governance – attends as appropriate meetings of Council and its Committees.

Strategy – devises, develops and implements all media activities that advocate, promote and explain the Arts Council’s mission and its priorities by telling our inspiring stories, increasing our profile and ensuring that we continue to thrive.

Communications – devises effective, accessible ways of sharing news and information (internally and externally).

Public affairs – creates a positive reputation for the Arts Council amongst key decision-makers, stakeholders, partners and the public. Develop and nurture existing partnerships and cultivate new relationships to ensure that our profile is high locally, nationally and internationally.

Acts as strategic contact for the Welsh Language Commissioner’s office and lead for the Welsh Language Standards

Media relations – exploits the potential of press, broadcast and social media by:

* generating relevant and appropriate material
* monitoring positive relationships with key media contacts
* supporting the Chair and Chief Executive in their media activities
* articulate and lead a transformational vision for the use of digital technologies to drive engagement and interaction with our online and physical audiences.

Content – ensures that our print, publications, digital output, internet and intranet provides high quality, accessible, user-friendly information about our activities in both Welsh and English.

Follows and operates the principles of ‘Cymraeg Clir’ and Plain English.

Organises and negotiates the ‘cuts’ services and monitor the media in order to evaluate the PR and social media activity undertaken by the team.

Promotion – assists in raising the profile and impact of key arts services and corporate projects.

Campaigning and events – researches, devises and manages projects and events that promote the arts and the Arts Council of Wales (including the Arts Council’s presence at key cultural events).

Consultation – coordinates public consultation on the Arts Council’s policies, plans and strategies.

Brand – ensures consistent use of the Arts Council’s house style and brand, and that the Arts Council and the Welsh Government and National Lottery are properly credited by funding recipients.

Develops the Council’s ‘tone of voice’.

Contact data – coordinates the management of the Arts Council’s contacts and mailing lists, ensuring that the information is:

* accurate and up to date
* held in a single corporate data base
* compliant with current Data Protection requirements and legislation.

Group membership – is a member of various internal and external groups and project teams.

Co-ordinates the link between the Arts Council of Wales, the NLPU and the National Lottery Operator (Camelot at present) in relation to the communication activity of ‘One National Lottery Family’ including regular meetings with NLPU’s communications lead for Wales.

Attends meetings of Heads of Communication of Lottery Distributors in Wales and Heads of Communication of Lottery Funding Distributors in the UK and contribute to activity arising from them.

Corporate compliance – adheres to those policies that protect the Arts Council and its staff against potential exposure to reportable risks and incidents. These include Anti-Fraud, General Data Protection Regulations, Welsh Language Standards, Wellbeing of Future Generations and Cyber Security/ICT use. (Staff responsibilities are defined in the relevant Arts Council policies.)

Additional duties – any reasonable duties consistent with the above.

### Knowledge, experience and attributes

We want to attract to our organisation people who have an interest in the arts, a commitment to the principles of open and accountable public service, and the flair to work with a diverse range of customers. We believe in setting the highest standards in all aspects of our work. Every member of staff is therefore an ambassador for the company and we expect everyone to respect and uphold our reputation.

We aspire to be an innovative, forward looking organisation. We look to our staff to work collaboratively with each other to ensure that we’re efficient, effective and useful.

We take for granted that our staff will be competent in their management of routine administration and that they’ll have developed good organisational skills. So we’re particularly interested in staff who have the ability to work imaginatively and flexibly to tackle the challenges that they’ll face – staff who have the initiative and drive to thrive in a busy work environment and who derive satisfaction from achieving ambitious and stretching targets.

In addition, this role requires the following specific knowledge, experience and attributes. Applicants will be assessed against the essential and desirable criteria set out below:

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|  | **Essential** | **Desirable** |
| **Knowledge** | * An enthusiasm for the arts and the creativity to develop initiatives that advance the Arts Council’s priorities * Professional knowledge of a media environment in Wales, UK and Internationally * Highly developed IT skills and a well informed understanding of communications technology | * An understanding of national and local government structures and the way in which public bodies operate in Wales * An ability to establish professional working relationships with high profile arts organisations and artists in Wales |
| **Experience** | * Relevant degree and/or substantial professional experience of working within a communications environment * Experience of formulating and implementing communication strategies * Experience of business administration, formulation of budgets, forecasting, project management and the management of staff | * Knowledge of the principal factors and influences affecting Arts Council of Wales work * Experience of staging and managing corporate events |
| **Attributes** | * The personal authority to operate credibly at high level in public affairs for a national public body, and the flexibility to work effectively as a member of a team * Excellent spoken and written communication skills, able to confidently converse both written and orally in Welsh and English – to maintain effective relationships at senior levels both internally and externally * The ability to think logically and strategically in the planning, management and execution of complex projects and tasks * Capable of weighing up differing priorities and demands, reach decisions and make recommendations that may influence the business * Commitment to a high standard of customer care * Qualities of tact and discretion, coupled with an enthusiasm for the arts * The ability and willingness to frequently travel throughout Wales and the UK and/or overseas, and to work unsocial hours when the need arises |  |
| **Welsh language** | * Fluency in Welsh (both written and spoken) |  |