



## Digital and communications manager

### Job description

<b>Title</b>	Digital and communications manager
<b>Reporting to</b>	Deputy General secretary/AD Editor
<b>Employer</b>	The National Society for Education in Art and Design
<b>Salary</b>	£28-32,000 per annum, plus contributory pension scheme
<b>Location</b>	Working remotely, with some UK travel required
<b>Working hours</b>	Full time at 35 hours per week. Usual working hours are Monday to Friday, 09:00 to 17:00. You may be required to occasionally work outside of these hours for which TOIL is granted.
<b>Holidays</b>	28 days, plus bank holidays
<b>Term of contract</b>	One-year fixed term in the first instance: Immediate start
<b>About NSEAD</b>	<p>As the voice of art, craft and design education, NSEAD is unique. Established in 1888, it is the only trade union, learned society and professional body for art, craft and design educators across the UK. We aim to be an inclusive organisation that promotes diversity and equity, fully representing different cultures, backgrounds and viewpoints.</p> <p>Our priorities are to grow our membership through attracting new members and to deepen our impact, whether that is helping members achieve improvements at work, supporting their professional development or changing the policy environment which affects them.</p> <p>Diversity is an important value for NSEAD, and as an organisation we are passionate about promoting equity at work and are committed to it for all our staff. We would be particularly interested in</p>

	applications from candidates who are underrepresented in the workplace.
<b>Overview of the post</b>	This new role is an exciting opportunity to take a central role in our small but growing team, with a particular focus on developing our digital resources and platforms, including our website, communication with members and social-media presence. You will work closely with staff, volunteers and members to create and share impactful communications for a wide range of audiences.
<b>Purpose of the post</b>	<ul style="list-style-type: none"> <li>• To support the organisation in taking forward its brand identity and strategic ambitions, and to manage and build content for our website, newsletter and social-media accounts, ensuring full legal compliance</li> <li>• To increase and diversify our membership</li> <li>• To ensure our day-to-day digital communications are engaging, high-quality and driven by best practice, through a mix of content writing, editing and design across our digital communications channels</li> <li>• To support the use of digital platforms and media, and to manage and research basic technical problems, deferring to specialist developers where needed</li> </ul>
<b>Duties and responsibilities</b>	<p><i>Website management and email marketing</i></p> <ul style="list-style-type: none"> <li>• Write copy and co-create content, and quality assuring contributions from the NSEAD team and others.</li> <li>• Edit, design and upload content to our website, and understand and optimise user journeys, experience and behaviours</li> <li>• Plan and implement marketing strategies for growing audience engagement and traffic</li> <li>• Creating display ads on our own website (built in-house using design software)</li> <li>• Develop recommendations for our website update project</li> <li>• In collaboration with the general secretary, write and deliver a fortnightly newsletter and other mass-emails as required</li> <li>• Lead and assist marketing campaigns</li> </ul> <p><i>Social media</i></p> <ul style="list-style-type: none"> <li>• Create social-media posts across our accounts and encourage audience engagement</li> <li>• Implement and keep NSEAD's social-media policies up to date</li> <li>• Create social-media graphics and develop branded templates</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide analysis and reports on website and social-media performance</li> </ul> <p><i>Continuous communications and digital improvement</i></p> <ul style="list-style-type: none"> <li>• Develop and implement NSEAD’s digital and communications strategy across the organisation</li> <li>• Encourage new and diverse membership across the four nations and internationally, whilst maintaining existing membership and creating effective communication strategies</li> <li>• Develop, support and promote NSEAD vision and mission, including message development, press and media outreach</li> <li>• Using data and evidence to drive our digital communications, ensure we are continuously improving our digital work</li> <li>• Develop and disseminate public relations materials that increase our visibility among stakeholders and policymakers</li> <li>• Contribute to the development of house style, design and work within agreed design protocols for online publication</li> <li>• Build and maintain relationships with the art education community, cultural and creative industries, and partners that will help advance our work</li> <li>• Support NSEAD to create an effective brand identity that is used throughout the organisation</li> <li>• Work closely with staff and member-led groups to help build, maintain and plan the ongoing development of the website using our Content Management Systems (CMS) and other online platforms</li> <li>• Manage and contribute to the development of the CRM system and database</li> <li>• Contribute to quarterly reports for Council and F&amp;GP.</li> <li>• Work with General Secretary to produce the annual report for members.</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Ability to work flexibly within the context of the role; some weekends and evening work may be required, for which time off in lieu will be given where appropriate</li> <li>• Support planning and delivery of major events from the NSEAD programme, and attending partner events and meetings as required</li> <li>• Remote working and a willingness to occasionally travel for meetings across the UK</li> <li>• You will not be directly responsible for budgets, but may be expected to handle and track spending on content, events and other costs related to projects</li> </ul>

	<ul style="list-style-type: none"> <li>• Report directly to the CEO and executive board</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>• Pension</li> <li>• 28 days annual leave plus bank holidays</li> <li>• Laptop and phone</li> <li>• Travel expenses</li> <li>• This post is offered on a one-year, fixed-term basis, with the potential to be permanent after one year, with salary progression subject to meeting and exceeding income targets, subject to annual review</li> </ul>

**Application procedure**

Applicants should complete the NSEAD Application Form – available on the NSEAD website. CVs will **not** be accepted - **nor** should applicants attach CVs or any other supporting documents. No agencies please.

Applications should be **emailed** as follows:

- Application form - completed as required
- Equal opportunities monitoring form (this will be separated immediately from your application form and will be used purely for monitoring purposes)

**Applications should be emailed to [info@nsead.org](mailto:info@nsead.org) to arrive by Midday on Friday 16 July 2021**

**Interview Dates**

Interviews will be held during the week beginning 2 August via Zoom

NSEAD will inform candidates whether they have been shortlisted for interview no later than Friday 23 July **2021**. We regret to say that we will **not** be in a position to provide feedback to candidates who have not been shortlisted.