



# ABANDON NORMAL DEVICES

## \\ COMMUNICATIONS & PARTNERSHIPS MANAGER

Thank you for your interest in the role of **Communications & Partnerships Manager** at Abandon Normal Devices (AND). This is an exciting new role that will be key to the development and delivery of AND's programme for 2021.

To apply for the role please:

- complete the online [Application Form](#)\* or email the Application Form ([download Word version here](#)) to [jobs@andfestival.org.uk](mailto:jobs@andfestival.org.uk) with **APPLICATION - Communications & Partnerships Manager** as the subject field.
- complete an [Equal Opportunities Form](#) (submitted anonymously)

*\* We advise applicants using the online form to prepare their application in a separate document before submitting, as you will be unable to save and return, you may use the word version of the application form for this purpose.*

### Application Timeline

The closing date for applications is **noon Wednesday 25 November 2020**  
Interviews are expected to take place **w/c 30 November 2020**

As we receive so many applications, we are unfortunately unable to reply to each one individually, therefore, if you have not been contacted by 04 December please assume that your application has not been successful on this occasion.

### Application Form Guidance

You will be asked to supply the following information:

- Your current/most recent employer. This can include paid or unpaid work (volunteering, placements, internships, work experience)
- Up to three other examples of employment (paid or unpaid) that are most relevant to this particular role.
- Summary of relevant training and development (optional)
- Statement of skills and experience
- Details for two referees. These must be individuals that have knowledge of you within a work or learning capacity (paid or unpaid)

Each section has a character limit that is clearly laid out on the application form.

To complete the Skills and Experience statement please review the job description and person specification and demonstrate in your responses the relevant; Experience; Abilities, Knowledge and Skills; and Personal Attributes you will bring to the role - either directly or with transferable skills from other sectors. AND's selection panel will be shortlisting based on the person specification.

### Access Support

We are committed to ensuring our opportunities are open for people who experience barriers to inclusion. We recognise that you might need additional support to participate in the application and/or interview, whether that is technical equipment, access support or adjustments to the process. If you require any support or adjustments, please contact us on [jobs@andfestival.org.uk](mailto:jobs@andfestival.org.uk) with **Communications & Partnerships Manager** as the subject field.

**Application queries**

If you have any questions about the application process please contact us on [jobs@andfestival.org.uk](mailto:jobs@andfestival.org.uk) with **Communications & Partnerships Manager** as the subject field.

Thanks once again for your interest in AND and we look forward to receiving your application.

Yours sincerely  
The AND Team

## \\ JOB DESCRIPTION

<b>Job Title:</b>	Communications & Partnerships Manager
<b>Salary:</b>	£28,000 per annum pro rata (£22,400)
<b>Hours:</b>	Part-time 4 days p/week (30 hrs per week)
<b>Contract:</b>	PAYE Fixed Term Contract between December 2020 and July 2021 (7 months), freelance contract also possible
<b>Location:</b>	Remote working, with optional use of the AND Office in central Manchester and some travel to festival locations across Merseyside and Cheshire as required
<b>Reports to:</b>	Executive Director (Interim)
<b>Responsible for:</b>	Festival Communications Co-ordinator, Freelance Communication Roles and external PR/Documentation/Evaluation and Creative Teams
<b>Working with:</b>	Senior Management Team, Producers, Programme Partners & Venues

### **Purpose of the post:**

The Communications & Partnerships Manager will join our fast-paced festival team, working closely with AND's Senior Management Team to deliver, implement and monitor the communications campaign and manage key partnerships for AND annual programme activity in 2021, including AND Festival 2021 and touring programme. The post-holder is responsible for ensuring the programmes are visible to audiences and stakeholders across the UK and rest of world.

The post-holder will lead, develop and implement the communications campaign in the support of audience development goals ensuring the organisation's online communications and all promotional material are of a high quality. It is a role fundamental to the development of AND's brand, reach and profile.

We are seeking an individual with excellent oral and written communication skills to enable collaboration with the team, as well across the wider partner network. You'll be able to confidently source, develop and lead third party promotional partnerships, maximise programme partnerships, liaise with suppliers and deliver an effective and comprehensive communications presence for AND.

Your creative flair and meticulous attention to detail ensure AND's innovative programmes and campaigns stand out amongst the crowd. As an expert multi-tasker with a keen eye for detail, you will be a pragmatic problem solver, able to prioritise tasks effectively, even when under pressure.

This is a fast-paced and hugely varied role, suitable for someone who ideally has a background and interest in the arts, partnership working and a firm grasp of digital communications.

### **Key Responsibilities:**

#### **Communications**

- To lead on developing AND's marketing and communication strategies, taking responsibility for ensuring key milestones and objectives are met, and a strong organisational brand profile is achieved

- To implement communications campaigns, including the production of relevant publicity materials, marketing collateral, online content, press releases, social media and e-newsletters in the support of AND's audience development goals
- To act as a brand guardian, ensuring the style and branding guides are adhered at all times and that the messaging, aesthetic and tone of voice is appropriate, applied consistently across the organization and of a high quality
- To recruit, brief and manage relevant communications suppliers to support on delivery of communications campaign including PR, Web Management, Design Agency, Documentation.
- To liaise with the Production team around content creation and the creation of copy, images and press releases
- To ensure quality documentation of the programme, sharing with audiences and stakeholders – during build, on site and post event - and the management of AND's image bank
- To oversee AND's contact and stakeholder databases ensuring they are up to date, and appropriately used considering relevant data protection legislation
- To act as website manager and to develop an effective website content strategy
- To develop an effective social media strategy for festival, touring and annual programmes
- To deliver and implement the onsite promotion and signage including the distribution of materials with partners

### **Partnership**

- To work closely with programme partners to maximise audience engagement opportunities and ensure their business needs are met in relation to communication opportunities through the effective delivery of agreed activity
- To manage and develop the relationship with audience development and marketing partners, external agencies (documentation, design, website, PR, evaluation) and media contacts
- To lead on planning and delivery of hospitality events such as receptions and private or press views
- To lead on and manage ticketing / front of house systems for the programme, working with ticketing partners where appropriate

### **Production**

- To lead on all digital and online platform development and management, providing editorial oversight, ensuring AND website, online programme content and social media channels are up to date with AND programme content
- To maximise on-site festival live streamed content or online iterations of commissions and experiences, ensuring smooth integration and presentation within AND website
- To provide advice and lead on practical support to artists and other AND Producers on brand for online

### **Finance**

- To manage budgets as agreed with the Executive Director and to take responsibility for ensuring that any communications activity is on budget, on time and on target
- To co-ordinate resources and requirements efficiently and within set budgets
- To deliver allocated budgets on target, including regular reports to the Executive Director
- To work within AND's agreed finance and accountancy procedures.

### **Monitoring, Evaluation and Reporting**

- To provide professional updates on projects that can feed into regular organisational reporting mechanisms on marketing activity undertaken and outcomes achieved

- To deliver audience, partner and artist evaluation and data collection requirements for AND programmes contributing to the development and delivery of the evaluation framework

### **Staffing & Management**

- Manage AND's Communications Co-ordinator and any freelance Festival communication roles and external PR/Documentation/Evaluation and creative teams as required
- To manage any volunteers that may be required in the delivery of online commissions and events

### **General and Administration**

- To actively engage with the organisations vision and abide by AND's policies on safeguarding, equal opportunities, volunteering, health & safety, evaluation & monitoring
- Any other duties that are commensurate with the post.

## \\ PERSON SPECIFICATION

We expect successful applicants to be able to demonstrate the following:

Key: A = Application, I = Interview

Experience	Assessed by one or more of:
Proven experience of managing communications campaigns including budgets, schedules and content	A, I
Experience of working in a communications role in the arts, design, or technology sectors, particularly events / festivals	A
Experience to taking a lead on strategic partnerships / relationships, such as venues, PR and /or sponsors	A, I
Experience of working across partnerships or multi organisation projects	A, I
Experience managing festival / events communications teams / roles	A
Demonstrable track record of delivering innovative social media activity	A, I
Demonstrable track record of making sound editorial decisions	A, I
Experience of implementing ticketing structures and /or front of house systems through online suppliers	A, I
Experience of successfully monitoring and evaluating communications and programme activity	A, I
Abilities, Knowledge and Skills	
Up to date knowledge of digital communication trends and tools, including an understanding of platforms available for hosting commissions and events such as Twitch, Facebook Live, YouTube Live, Periscope	A, I
Writing and editorial skills for online platforms with the ability to think creatively	A, I
Ability to generate and assess creative ideas, and translate into deliverable communications plans and content	A, I
Ability to self-manage and self-motivate	A, I
Ability to meet deadlines and to plan content schedules in advance, both long and short-term	A, I
An understanding of data protection and communication regulations	A, I
A meticulous eye for detail	A
Highly literate, with excellent oral and written and presentations communication skills	A, I
Ability to self-manage and self-motivate	A
Knowledge of online advertising platforms	A, I
Understanding of accessibility and best practice for off and online communications	A, I
Excellent IT skills across platforms and systems; in particular Microsoft Office and project management and collaborative working tools (such as Teamwork, GoogleDrive, DropBox, Slack)	A

Personal Attributes	
A collaborative approach to working with colleagues	A, I
Highly organised and able to work to deadlines	A
Creative focused approach to outcomes and solutions	A, I
Commitment to widening access to the arts, to diversity and to equality	A, I

## \\ EMPLOYMENT TERMS

<b>Salary:</b>	£28,000 per annum pro rata (£22,400)
<b>Hours:</b>	Part-time 4 days p/week 30 hrs per week (flexible working available*)
<b>Contract:</b>	PAYE Fixed Term Contract between December 2020 and July 2021 (7 month), freelance contract also possible
<b>Annual Leave:</b>	33 working days annual leave pro rata (including public holidays)
<b>Probation Period:</b>	Two-months
<b>Notice Period:</b>	One-month notice period after probation completed

**Place of Work** – Principally at AND’s office in the Bonded Warehouse in central Manchester with travel to festival locations across Merseyside and Cheshire in 2021. A willingness to travel is necessary as many of our partners and networks are across the UK and abroad. Also, as our projects often take place at locations outside Manchester, temporary relocation to a base ‘on site’ may sometimes be required.

In light of the current COVID-19 pandemic, the AND team have moved to home working where possible and expect this to continue into 2021. Access to the office is available for those staff unable to work from home. AND recognise that staff members may need to access flexible working hours to accommodate caring responsibilities.

*\* Due to the nature of the role and the projects we undertake, there is an expectation (particularly during the biennial festival) of some evening / weekend work. Additional payment will not be made for hours worked above normal working hours, this has been considered alongside our flexible working and time off in lieu policies, and when setting salary range.*

## **\\ ADDITIONAL INFORMATION**

### **AND Background**

Abandon Normal Devices (AND) is a nomadic commissioner and born-digital producer unafraid to enter new territories and broker new partnerships.

We propose a significant shift in the way that art is experienced through staging projects that spill out of the gallery and into the 'street'. Our portfolio includes the UK's only roaming biennial, which takes place in a new location every edition and an annual commissioning programme, which can take the form of public art, site specific film happenings and cross platform productions.

Bypassing traditional formats and disciplines, our projects are essential and urgent guides to understanding the dynamic and ongoing relationship between audiences, art and technology, often providing multiple, disruptive, and profoundly different worlds to exist in. Audiences are invited to interact with bold ideas, encounter new art-forms and experience art, in the everyday and in unexpected locations.

AND has commissioned 100 new works and has worked with pioneering and award winning artists, which now amounts to over 300 contemporary artists including Aram Bartholl, Eva and Franco Mattes, the award winning Julian Oliver, Brody Condon, Molleindustria, Ubermorgan, HeHe, Andrew Kötting, Matthew Plummer-Fernandez, Heath Bunting, Oreet Ashery, Apichatpong Weerasethakul, Carolee Schneeman, Krzysztof Wodiczko, Gillian Wearing, Phil Collins, Rafael Lozano Hemmer, The Yes Men. Works have toured internationally to Germany, China, Indonesia, USA, Italy, and Australia, as well as across the UK.

### **AND Festival 2021**

Abandon Normal Devices presents the UK's only roaming biennial of digital art, taking place in a new location every two years, erupting in unexpected sites of discovery and endeavour. The 9<sup>th</sup> edition of our festival programme, exploring the global trade gateway of the Manchester Ship Canal and River Mersey, was originally scheduled to take place in May 2020 but was postponed due to the Covid-19 pandemic. Further details [here](#)

We are currently undergoing a period of rescoping which will see the festival rescheduled with a programme of events taking place in Spring-Summer 2021. The programme will feature a series of unusual and unexpected experiences – immersive installations, augmented reality seascapes, virtual environments, floating experiments and immersive field trips – on boats, docks, ports and online.

### **Equality & Diversity**

Abandon Normal Devices is committed to equality of opportunity for all. We believe that a diverse workforce can enable more innovative, creative and dynamic workplaces. We want to reflect the diversity of our audiences in our workforce; therefore, we actively seek and welcome applicants, including but not limited to; ethnically or culturally diverse backgrounds, diverse sexualities and genders, disabled and d/Deaf people, or those with unconventional career paths. We will be using positive action under the Equality Act 2010 to appoint, should candidates be equally qualified.

### **Environment & Sustainability**

AND declares a Climate and Ecological Emergency and is making efforts as an organisation and as individuals to achieve Net Zero by 2025. We are actively working to imagine and



model ways that we can encourage sustainable practices internally as well as with the creatives and individuals we work with national and internationally.

As a National Portfolio Organisation funded by Arts Council England, we report on our environmental activity through tools and resources provided by Julie's Bicycle, including the development of an environmental policy and action plan.

We are currently participating the [Julie's Bicycle Accelerator Programme](#), a strand of work to foster enterprise, innovation, future thinking and creative perspectives on climate and the environment. We are working with Fast Familiar and the Arts Catalyst to explore the often-hidden environmental impact of the creation and delivery of artworks using digital technology. The insights and learning from the programme will be circulated with the wider cultural sector, forming a critical part of a roadmap for a shared vision for change.

We support and encourage our staff, artists, partners, volunteers and everyone we work with toward creating a green, sustainable future.