

# QUARANTINE



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**ARTS COUNCIL  
ENGLAND**



**MANCHESTER  
CITY COUNCIL**

# Recruitment Information

## Communications Manager

If you require this information in a different format, please contact us via [info@qtine.com](mailto:info@qtine.com)

### About Quarantine

Quarantine was founded in Manchester in 1998 by artists Simon Banham, Richard Gregory and Renny O'Shea. Today we operate as an ensemble of artists and producers working with a shifting constellation of collaborators to make ground-breaking theatre, performance and other public events that tour nationally and internationally. United by an interest in what it means to be alive right now, we have achieved

international acclaim for work that is intellectually rigorous, radical in form, and unique in character. Our work is always made with and about the people involved, and often seeks to create the circumstances for conversations between strangers. We have created work with a range of people, from virtuosic performers to chefs, philosophers, soldiers, refugees, and children. Their artistic work takes a variety of forms. As well as performances on stage for audiences in seats, Quarantine has created shared meals, cookery lessons, karaoke booths, radio broadcasts and a journey through the dark for one person at a time.

Quarantine is an Arts Council England National Portfolio Organisation, supported by Manchester City Council and an Associate Company at HOME, Manchester.

## About the role

### Terms of Employment

**Salary:** £28,000 pro-rata

**Contract:** part-time - 3 days per week, for a 3-year period initially, and beyond that subject to funding

**Normal hours:** within 10am-6pm weekdays, though flexible working is encouraged. Some work at weekends and during unsociable hours is also required in line with our programme - time off in lieu to be arranged.

**Location:** hybrid working, from home and from meeting or co-working spaces in Manchester, Occasional need to travel to other national/international locations.

**Start date:** as soon as possible

**Probationary period:** 3 months

**Notice period:** 1 month

**Other:** annual leave - 28 days per year statutory holidays, all pro-rata; Pension Scheme Enrolment with 3% employer contribution; developing working practices in line with our commitment to our Human Approach to Working Together.

### Job Description

**Job Title:** Communications Manager

**Reporting to:** Executive Director

We are seeking a dynamic, self-motivated and strategic thinker who works well as part of a larger team but who, as the sole communications professional, can create, design, lead and innovate in a self-directed way. They will be working closely with input and guidance with the

leadership team. The ideal candidate is an experienced communications specialist who is inspired by the creativity of strategic communications and wants to work with one of the UK's most consistently creative contemporary performance companies. This role will be supported by the Projects Coordinator/Administrator.

### **Specific functions of the role**

#### **Advocacy**

- Act as brand guardian and advocate for Quarantine's work in person & through developing communication materials/assets
- Engage and communicate the activities of the organisation to a wide range of people - existing and potential audiences participants, collaborators, artists, funders, donors, promoters, partners and other stakeholders
- Develop and implement reciprocal marcomms initiatives with partners and other organisations both within and outside of the cultural sector
- Support the team and wider stakeholders to be advocates for the company and work

#### **Audience Development, Marketing, Communications Plan/s**

- Re-develop and deliver Quarantine's Audience Development, Marketing, Communications Plan/s, joining up all aspects of the company's work and activities

#### **Research**

- Carry out research to expand and maintain the company's databases
- Design, commission, supervise and carry out appropriate market research to inform strategies

- To research and implement best practice on accessible and inclusive marketing and communications

### **Information Management**

- Co-lead on maintaining the CRM system (GoodCRM) and other relevant data systems, and supporting staff to use and maintain it in order to ensure the required data is collected and stored appropriately

### **Project Campaigns**

- Develop and deliver project communications plans/campaigns
- Liaise and collaborate with partners to coordinate marcomms activities for touring/presentations of Quarantine's work

### **Profile & Media**

- Alongside others, to increase the profile of the organisation locally, nationally and internationally
- Ensure consistency of the organisation's brand in all areas of communication
- Develop and increase the organisation's press and media coverage through the development of media relationships and delivery of holistic and project specific media campaigns, working in collaboration with partners, where appropriate
- Lead on press liaison for project specific and profile-raising campaigns

### **Production of materials and assets**

- Managing external creative freelancers to develop high quality, accessible communications materials including:
  - printed materials for touring, sales and evaluation materials
  - digital assets, videos and other media content and emerging technologies
- Using our brand assets to create basic communication assets, digital content and adverts

### **Website & digital**

- Maintaining the website to ensure it is dynamic, engaging and telling the story of Quarantine through regular content updates
- Plan and schedule our digital communications including email newsletters, social posts, blogs and other online content
- Monitor and report on our digital activity suggesting improvements and efficiencies
- Monitor social media accounts, responding to enquiries & feedback using our organisation's brand values and tone of voice

### **Documentation**

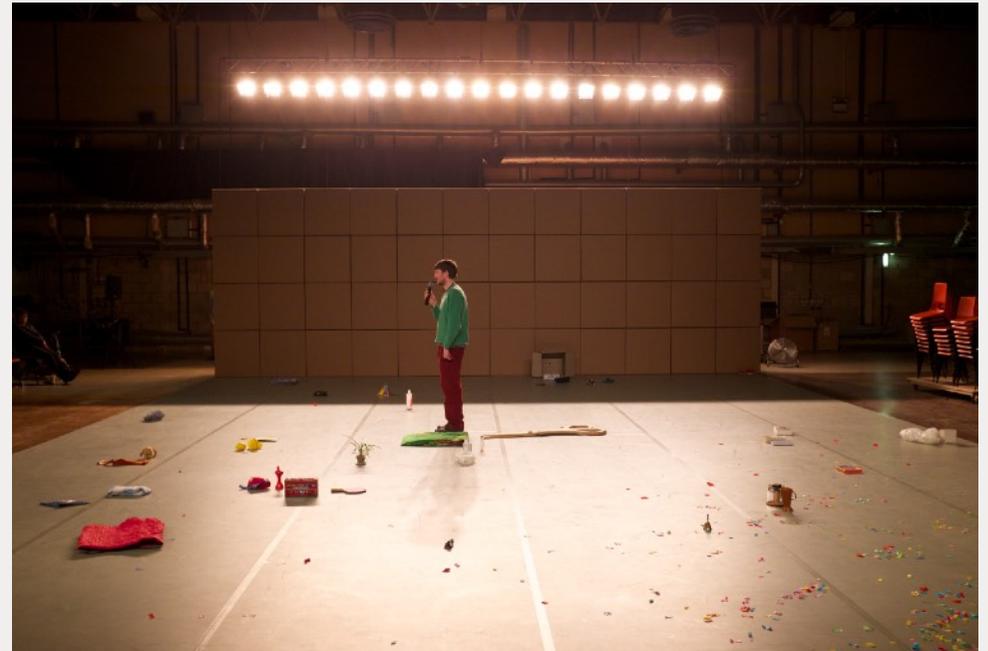
- Support documentation of the organisation's activities through photography, video and other methods

### **Monitoring and evaluation**

- Support the organisation's ambitions to develop its reach and impact
- Lead on developing organisational and project evaluation plans and delivering these, where appropriate in coordination with project partners
- Monitor and evaluate the effectiveness of the Audience Development, Marketing, Communications Plan/s to ensure these activities are achieving their objectives
- Contribute elements to quarterly reports for Quarantine's board of trustees and funding reports

### **Other**

- Attend weekly catch ups and regular project planning meetings, as well as participate in any relevant strategic conversations
- Undertake training, where appropriate, in order to meet the aims and objectives of the organisation's Business Plan
- Occasionally supervise freelance staff, volunteers or interns
- Support the development and implementation of Quarantine's policies and procedures
- Carry out any other duties commensurate with the role



### **Person Specification**

We would expect those applying to meet all the essential requirements and have some of the desirable ones too:

#### **Essential**

- Minimum 3 years' experience in a comms/marketing role with some leadership experience
- Demonstrable experience in developing and delivering successful communications, marketing & audience engagement strategies

- Experience of and interest in digital communications, including website management and keeping socials up to date
- Experience of working with designers to manage print, digital and website production
- A strong verbal communicator comfortable talking with a wide range of people including artists, collaborators, audiences, stakeholders and funders, with a friendly, open manner. Fluent in English (though English doesn't have to be your first language)
- Strong writing skills, adaptable for a range of purposes/audiences, including:
  - writing for the digital environment
  - and for printed materials/assets, with
  - strong grammar and copywriting and editing skills, plus
  - good visual/graphic design sense
  - excellent attention to detail, and accuracy
- Good level of competence with common software (including Microsoft Office) and common content management systems (WordPress, Mailchimp) and CRM systems
- Excellent administration skills
- Ability to work as part of a small team, contributing specialist skills, and supporting colleagues appropriately with a cooperative outlook
- Ability to work concurrently across a range of projects, to prioritise workload, and work to tight deadlines
- Self-motivated, showing initiative and ownership, and able to work independently without

supervision, and as part of a team

- Confident and assertive
- Flexibility - ability to adapt to changing circumstances
- Affinity with Quarantine's values and characteristics: questioning of hierarchy, radical, political, sensitive, commitment to equality, diversity, inclusion and access
- Knowledge of and interest in contemporary performance
- Ability to work safely and confidentially via web-based access at home where required
- Willingness to undertake evening and weekend work as required which may, on occasion, involve travelling

### **Desirable**

- Experience of managing media relationships and campaigns
- Experience in the charitable sector and/or the commercial sector
- Knowledge of and commitment to communications best practice, legal obligations and regulatory requirements including GDPR and copyright law
- Understanding of and interest in learning and evaluation
- Knowledge of Quarantine
- Previous experience/a desire to work remotely or in a hybrid way

- Experience in using design programmes such as Adobe Photoshop/ InDesign/ Illustrator, Final Cut Pro, Light Room



### How to apply and what to expect

Please read the job description/information; then apply - as below - by the deadline of **Monday 12 March 2023, 6pm.**

Please send the following by email to [ali@qtine.com](mailto:ali@qtine.com):

1. Your current CV (3 pages max.)
2. A covering letter (3 pages max.), that demonstrates how you might be suitable for the role and how you meet the person specification
3. Please let us know if you already know you are NOT available on the interview date/s below.

After you have submitted your application, please complete our online monitoring form (this is not used as part of shortlisting).

Those invited to interview for the role will be informed by **Friday 24 March**. We will every applicant know whether they've been successful or not.

For those shortlisted for interview, we will ask you to attend in person, an informal conversation with a few members of the team and a practical exercise. We'll let you know any interview questions and the form of the exercise in advance.

Interviews will take place on either **Thursday 6 or Friday 7 April**, in person in Manchester.

The successful candidate will be offered the role by **Monday 10 April**.

We would hope that **the successful candidate will start the role by early May 2023**, or before if possible.

### **Quarantine's commitment to equality, diversity & anti-racism**

Access and inclusion are at the heart of how Quarantine operates. We recognise that institutional racism, discrimination and inequality exists in our sector, and we are dedicated to helping redress this. We particularly welcome applications from people with lived experience of racism or marginalisation. This includes working class, disabled, LGBTQIA+, and global majority individuals, plus people from other marginalised groups. We also welcome applications from people with dependents and those who have had unconventional career paths.

All applications will be assessed, and selections for informal interview made, based purely on the application. In accordance with the Equality Act 2010, we will interview anyone with a disability who meets our essential criteria. In the case of us interviewing two or more equally suitable candidates, we may choose to appoint a candidate with a protected characteristic/s to address under-representation within our team.

Quarantine will support access requirements you may have during this process, and if you are asked to take on the role, we will discuss any adjustments to ensure you can carry out the role. If you require any access support relating to the application process, or require further information, please contact [ali@qtine.com](mailto:ali@qtine.com)  
[www.qtine.com](http://www.qtine.com)

Image credits: Simon Banham, Chris Payne, Kate Daley