

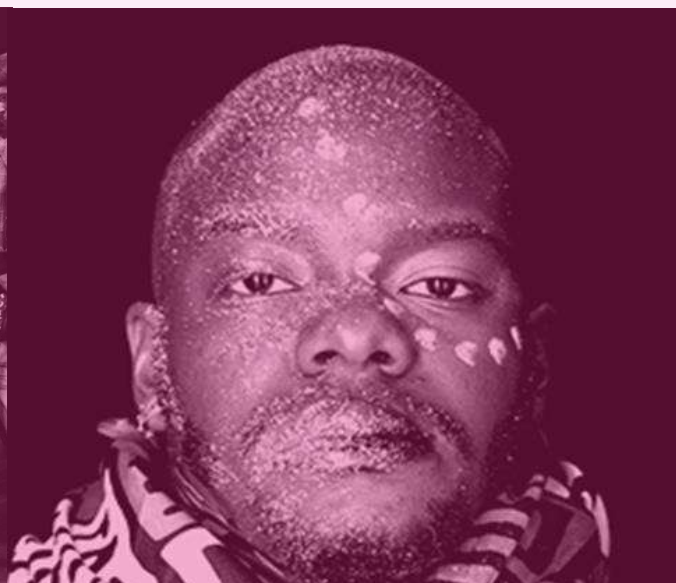


SICK! PRODUCTIONS LTD COMMUNICATIONS MANAGER APPLICATION PACK MARCH 2023



“We like to think that we’re beyond taboos, that nothing is off bounds any more. But, when it comes to the health of our bodies and minds and the universal, inescapable experience of death, we’re still pretty tight-lipped. In attempting to break the silence and confront the unspoken – often with humour and imagination – SICK! Festival has a vital role to play.”

The Guardian **** review SICK! Festival 2019





WELCOME

Thank you for your interest in the role of Communications Manager at SICK! Productions. This pack gives background about the work of SICK! and some of our plans for the future.

It's a very exciting time to join SICK! – In the current and post Covid environment we believe that the themes that we address - such as physical and mental health, disability, gender, death, inequality, politics, and protest – are ever more important and relevant. Whilst our partners and funders are investing in our long-term vision because they understand both our current and potential impact locally, nationally, and globally.

We have embarked on a 10-year strategic community engagement programme in the Moston, Harpurhey, and Charlestown neighbourhoods of North Manchester, including rolling out a major programme of arts and mental health work. We recently delivered our 2022 Festival and as part of this we have developed newly commissioned art works with partners in South Africa, Finland, Netherlands, and Switzerland.

We're looking for a dynamic and creative individual to join us, to work closely as part of our fantastic team here at SICK! and help us achieve our potential and grow our impact and reach. We're looking for someone who will bring their unique energy to this, along with their experience of communication strategy, social media, copywriting, and creative thinking, and is also passionate about, and interested in, the areas in which SICK! operates – arts, health, diversity, community development and international work.

While we are proud of our diversity achievements in our creative programmes, we want to further diversify our workforce to be representative of all sections of society. We actively welcome candidates who are currently underrepresented in the arts including people who face discrimination as a result of racism, those who self-identify as LGBTQIA+, those from lower socio-economic backgrounds and those who self-identify as disabled. We know that everyone has different commitments in their work/home lives and we are open to requests for varied working hours or work patterns. These will be considered taking into account the impact on the organisation and work colleagues.

We look forward to hearing from you.

All the best

Helen Medland, CEO/Artistic Director



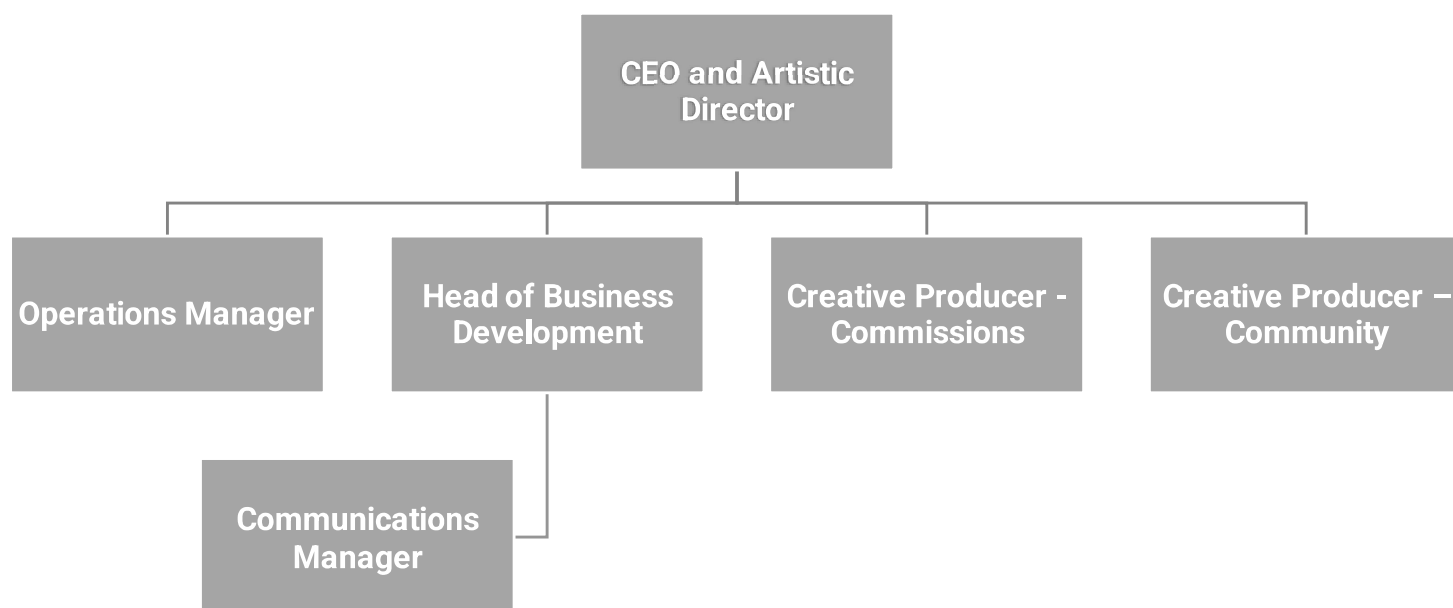
ABOUT SICK! PRODUCTIONS

SICK! Productions (also known as SICK! Festival) is a Manchester based, diversity-led arts organisation which shines a light on the complexities of mental and physical health. We give voice to the experiences of diverse and often marginalised communities by presenting an outstanding international arts programme, which encourages participants, audiences and partners to learn from and talk about difficult and challenging issues, often hidden from public view.

Rooted in the local community while operating internationally, we commission powerful and engaging work by international, national and GM based artists, who make their work with, and alongside, local communities with lived experience, health professionals, charities and researchers.

Our activities include a biennial international festival which takes place across Manchester, an innovative cross-artform commissioning programme which brings artists together with local communities with lived experience, the health sector, community groups/charities and researchers and a growing year-round programme of community engagement in local Manchester neighbourhoods.

Our staff team consists of six permanent staff: CEO/Artistic Director, Head of Business Development, Creative Producers x2, Communications Manager and Operations Manager. We have a strong, diverse and supportive Board of Trustees and are planning to expand membership to at least 10 members over the next 12 months.



We receive core funding from Arts Council England through their National Portfolio programme and attract funding from a wide range of sources, including extensive international funding. While, like most arts organisations in the UK, we have had challenges due to the Covid 19 crisis, we are in a solid financial position and have ambitious plans to develop our organisation over the next three years.

SICK! Festival:

SICK! delivers a biennial festival in Greater Manchester, in cultural venues, community spaces, public realm and online - our 2022 Festival recently took place in May.



The festival featured commissions, exhibitions, performances, public realm projects, workshops and symposia. We have presented a range of international artists including Eetu Rantanen and Essi Rossi, national companies including Company Chameleon and Jimmy Cauty, and regional and local artists including Allie Crewe and Toni Dee Paul. We've created online content through our SICK! Digital programme, which includes a major programme of international commissions/events in public spaces in Manchester and online in partnership with Finnish Institute, DutchCulture, Dutch Embassy and local arts partners, looking at mental health and the landscape we live in.

Projects were delivered with Transport for Greater Manchester, Manchester City Libraries, Manchester City Council, SafeLives, Manchester Metropolitan University, University of Manchester, alongside, Manchester Central Library, STUN Studio, Contact, FC United, Simpson Memorial Hall, Boggart Hole Clough and HOME.

SICK! Commissions:

SICK! commissions innovative cross-artform work, bringing artists together with local communities with lived experience, the health sector, community groups/charities and researchers. We create high impact/profile works, with strong legacy in GM and beyond. Our commissioning model attracts considerable international support – e.g. Finnish Institute, Government of Flanders, Dutch Performing Arts and Pro Helvetia. Our commissions are regularly exported to other international festivals.

SICK! Community:

In 2021, SICK! committed to working in Moston, Harpurhey and Charlestown for 10 years to make real difference in the community. We will invest in communities and local artists and deliver year-round community-based projects, bringing international calibre artists and companies to co-create work with communities.

Our key objectives for this work are to: improve the quality and experience of the local environment and contribute to local community pride; and build bridges between communities.

Local people will participate in regular creative activity, sharing experiences and work with international, national, and local artists. Projects will connect with the history of the neighbourhood and the personal and social histories of people from a range of communities, complementing other creative community activity. Programmes will be driven by our Creative Producers who will be embedded in the community, with a local office base.



ABOUT THE ROLE AND APPLICATION PROCESS

Job Title:	Communications Manager
Employer:	SICK! Productions Ltd (also known as SICK! Festival)
Responsible to:	Head of Business Development
Responsible for:	Freelance staff
Contract:	Permanent
Hours:	Part time – 22.5 hours per week (three days)
Holiday Entitlement:	25 days per annum (FTE, pro rata), plus Bank Holidays
Notice Period:	Two months
Probationary Period:	Six months
Salary Range:	£30,000 FTE (pro rata £18,000)
Pension:	The People's Pension Scheme, Employer contributions 3% gross salary
Location:	Working at The Sharp Project, Thorp Road, Manchester, M40 5BJ
References:	All offers of employment are subject to receipt of satisfactory references

Application Deadline: Tuesday 2 May 2023 at 9am.

Shortlisting: By Wednesday 10 May 2023.

Interviews: Tuesday 16 May & Wednesday 17 May 2023.

Application Process:

Please submit the following as either PDF documents or in an alternative format if you would prefer (e.g. video):

1. CV - 2 sides A4 max
2. Completed Diversity Monitoring Form (this information will be stored anonymously and separately to your application)
3. Covering letter (1500 words max) outlining how you meet the criteria in the Person Specification, with examples from your previous work (you will have the opportunity to expand on these examples during interview)
4. Details of two professional references with current knowledge of your experience and abilities

Please send the above to info@sickfestival.com marked **Communications Manager**

Please contact the above address if you would like to discuss this opportunity with one of our team.



JOB DESCRIPTION: Communications Manager

March 2023

OVERVIEW OF POST:

The Communications Manager is an integral role at SICK! Productions, they will work closely with the Head of Business Development, Creative Producers, and the wider team to communicate our vision, impact and stories, and grow and develop our audience and community locally, nationally and internationally. As well as driving the implementation of communication strategies and action plans for our year-round projects, our 10-year strategy in North Manchester and our biennial International Festival, this role will also deliver a range of more regular practical marketing and communications tasks with colleagues and external partners. This includes working closely with marketing and communications freelancers to successfully grow SICK! Festival attendance and engagement in Moston, Harpurhey and Charlestown.

RESPONSIBILITIES

COMMUNICATIONS STRATEGY & AUDIENCE DEVELOPMENT:

- Work collaboratively with the SICK! team to build a creative and strategic Communications Strategy, taking ownership of implementation and updates.
- Drive forward marketing and audience development plans connecting SICK!'s international, national, and local audiences and partners.
- Carry out relevant research to connect SICK!'s programme to wider conversations (e.g., key themes) taking note of emerging industry trends, innovations, and developments in approaches to marketing, communications, and engagement, ensuring insights are captured and fed into SICK! strategies and plans.
- Contribute to the development of creative evaluation and audience feedback processes (internal/external e.g., surveys, and polls), supporting internal and external reporting to relevant stakeholders on the Communications Strategy, delivery, and impact.
- Identify and build opportunities to promote the SICK! brand and strategic aims, working with the Head of Business Development and Operations Manager to coherently communicate SICK!'s activities on Sustainability, Ethics and Resources in line with our internal/external commitments.

DIGITAL/SOCIAL MEDIA:

- Manage SICK!'s social media and e-marketing platforms, generating and producing content to build audience engagement and followers.
- Develop social media strategy and measurable performance indicators with the Head of Business Development.
- Managing website, proactively liaise with colleagues and partners to collate high quality, accurate, engaging text, images, and audio-visual materials, ensuring that it is kept fresh and fits within SICK!'s brand and tone of voice.
- Record and Edit Podcasts and Videos and upload to relevant platforms (where applicable).
- Conduct analytics across all channels and deliver agreed data collection/reporting tasks, to inform plans and refine activities to drive further awareness of SICK! and engagement and impact of SICK! content and messaging.

CONTENT AND PUBLICITY:

- Produce newsletters and other communications (internal and external).
- Manage and coordinate production of copy (including external publications).
- Develop engaging, informative, and visually compelling content, proactively liaising with colleagues to define priorities, and timeframes.
- Oversee communications archive, including digital files, publicity records and images, ensuring information is accessible and identifiable for future use, and seeking ways to maximise content to extended audience engagement.
- Design artwork for posters, leaflets, and other advocacy materials to a high standard (where applicable).



- Commission and manage production and distribution of print, posters, and merchandise.
- Brief PR support and manage PR relationships for year-round projects.
- Build and maintain partner, stakeholder, and supplier relationships, as relevant to the role.

GENERAL:

- Contribute to delivery of the SICK! vision and strategy, working collaboratively with the rest of the team to achieve the mission and purpose in line with SICK! values
- Keep accurate records and report on SICK! Productions media impact on and offline; maintain oversight of any public discussion of SICK! Productions and its work.
- Work with existing and new presentation partners to coordinate marketing of projects or events and develop and nurture our reciprocal marketing networks.
- Lead internal Marketing meetings, co-ordinating input on strategy and messaging from colleagues.
- Take ownership of marketing budget, support leadership in maximising impact of expenditure, keeping accurate records of spend and predicted spend.
- Ensure SICK! branding is consistent across partners, PR and sponsors and complies with copyright and intellectual property requirements.
- Ensure that data & privacy policies are kept up to date and adhered to.
- Support events and performances including interacting with attendees (where applicable).
- Represent the organisation at events, online and offline activities.

PERSON SPECIFICATION

ESSENTIAL EXPERIENCE AND SKILLS:

- Passionate about, and interested in, the areas in which SICK! operates – arts, health, diversity, community development and international work.
- Have experience of, and enjoy, dealing with the public and working with individuals from a wide range of backgrounds.
- Experience in communications, marketing, PR, or media roles.
- Experience of managing professional social media accounts, growing engaging and reach.
- Experience of website management.
- Experience of producing newsletters.
- Experience of developing, implementing, and evaluating effective arts communications and audience development strategies and campaigns.
- Experience of managing budgets.
- Confident in working across a range of IT packages and systems, including those to support design and social media.
- Experience in graphic design, including a working knowledge of in-design/photoshop.
- Experience of copy writing, production and assisting with commissioning design work.
- Strong written and verbal communication skills.
- Strong analytical skills and experience of gathering, interpreting, and presenting data for internal and external stakeholders.
- Strong organisation skill, the ability to manage a busy workload and prioritise.
- Able to work supportively as part of a small team.
- Able to manage and develop internal and external working relationships.
- Able to organise and prioritise your workload while working on multiple projects simultaneously.
- Knowledge of legal issues related to communications, including copyright, GDPR and permissions.
- Driving licence and access to a vehicle.

DESIRABLE

- Experience of using WordPress or equivalent website building packages.
- Experience in producing podcasts and films.
- Experience in photography.
- CSS skills or HTML skills.

FRONT PAGE CREDITS:

(top – bottom, left – right)

Robert Softley, *If These Spasms Could Speak*, SICK! Festival 2014

Photo Credit: Eoin Carey

Candy Chang, *Before I Die*, SICK! Festival 2017

Photo Credit: Trevor Coe

Paraorchestra, *The Nature of Why*, SICK! Festival 2019

Photo Credit: Paul Blakemore

Jaamil Olawale Kosoko, *#negrophobia*, SICK! Festival 2017

Photo Credit: Umi Akiyoshi