

Job Description

Job title: Communications Coordinator (Education, Culture & Place)
Hours: Full time, 35 hours per week
Contract: Fixed-term to 31 March 2023
Reporting to: Communications Manager (Education, Culture & Place)
Salary range: £21,930 - £27,590 (dependent on experience)

We're looking for a Communications Coordinator to join our team and support on the delivery of a wide range of communication activities across our Education, Culture and Place work.

About Us

A New Direction is an award-winning non-profit organisation working to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and by providing real and transformative opportunities – from childhood, through school years, and into employment.

We're a small, tight knit organisation who pride ourselves on our open and supportive working culture. We aim to provide a positive and welcoming working environment where all staff can bring their whole selves to work. A New Direction is committed to equal opportunities and values diversity in its workforce.

You can find out more about our [employee benefits here](#).

Our **Education, Culture and Place (ECP) Team** lead our cultural education work, engaging with teachers, the cultural sector and a variety of other stakeholders – helping them to develop, improve, and showcase their work with children and young people aged 0-18.

The ECP strands of our work encompass a number of our key programmes, including [Artsmark](#), [Teaching for Creativity](#), and [Local Cultural Education Partnerships](#), and a number of programmes engaging with young people directly, such as our yearly [I Am Festival](#).

We also run an online platform connecting London schools with arts and cultural organisations and opportunities ([LookUp](#)), and manage an online community of teachers and cultural professionals interested in creative teaching and learning ([Creative Teaching Community](#)).

Our Values

Our values are embedded in how we work with young people, partners, funders and as a team. They are:



Equity



Connectivity



Trust & Respect



Creative Culture



Kindness

Find out more about our values here: <http://www.anewdirection.org.uk/values>

About the Role

We are looking for a **Communications Coordinator** to work with us on the delivery of our Education, Culture and Place programmes. Working closely with, and line managed by the Communications Manager (Education, Culture and Place), the Communications Coordinator will work as part of a team of 5 communications colleagues with varying remits across the organisation.

This role will be instrumental in helping us engage our core audiences by supporting the delivery of a wide range of digital and print communications, as well as assisting with a range of administrative and technical duties.

We are looking for an aspiring communications professional who understands social media, gets excited about digital content, and is full of creative ideas which can help us deliver our wider communications strategy. We want to find ways to tell our story most effectively, make connections, build networks, raise our profile, and build our reputation with partners, funders, and our core audiences. The Communications Coordinator will play a key part in helping us achieve this.

This is a varied role, offering great opportunities to develop skills across a number of different areas of communications. The successful candidate will be supported to grow and progress in the role and will have the opportunity to creatively input into the wider ambitions of the organisation.

Key Responsibilities

- **Social Media:** helping to grow our audiences by developing, producing, and co-ordinating engaging content via A New Direction's social media platforms (Instagram, Twitter, Facebook, LinkedIn, YouTube, The Dots)
- **Email Marketing:** leading on the creation of effective and targeted e-communications, including our regular e-newsletters sent out via Mailchimp
- **Content Production & Design:** assisting with the creation of digital content including videos, social media graphics, and digital resources, while ensuring all content consistently follows A New Direction's brand guidelines
- **Copywriting:** producing compelling and concise copy for a range of channels and formats in line with A New Direction's brand and voice. This could include blogs, event copy, and programme copy for the website

- **Website Management:** updating and managing content on the A New Direction website, inputting to our staff intranet, and leading on the management of our [LookUp platform](#) – approving submissions to the site, responding to queries, and scheduling social media posts
- **Community Building:** Working with the Communications Manager to develop a new engagement strategy for A New Direction's [Creative Teaching Community](#) – an online network for teachers, hosted on Slack
- **Systems & Planning:** helping to maintain a communications calendar of activity across our Education, Culture and Place work, and building administrative systems that streamline our processes and make us more efficient, in collaboration with the team
- **Events:** supporting promotion, delivery, and technical support around online stakeholder events
- **Asset Management:** assisting with management of our image and film library and permissions processes
- **Data Entry:** helping to build and maintain our Customer Relationship Management system held on Salesforce, ensuring high quality data input and processing
- **Analytics & Reports:** preparing communications reports, including web and social media analytics, and press and media monitoring
- **Finance:** assisting the team with producing contracts and purchase orders as required
- **Suppliers:** liaising with suppliers as necessary, including printers and designers for printed materials and publications relating to our Education, Culture and Place work
- **Enquires:** monitoring the info@anedirection.org.uk mailbox, responding or forwarding enquiries to colleagues across the team

This is a description of the role as currently presented. The role and responsibilities are subject to change through scheduled review and discussion with the post holder.

All staff must ensure A New Direction's policies and procedures are adhered to, including safeguarding and health and safety.

Person specification

We aim to provide a supportive and challenging work environment where programmes work towards our vision and mission, as well as a great benefits package.

We are looking for someone who has the following:

Essential Skills & Experience

- Strong communication skills in oral, written, and visual communications
- A social media enthusiast with a demonstratable understanding of sharing content and building audiences across multiple platforms
- Excellent copywriting, proofreading, and editing skills
- Computer literate in Microsoft Office (Word, Excel, PowerPoint), with the ability to pick up new programmes and software quickly

Desirable Skills & Experience

- Experience of using social media scheduling software such as Sprout Social or Hootsuite
- Working knowledge of Adobe Creative Suite (Photoshop, InDesign, Premiere Pro) and Canva
- Experience of working with web Content Management Systems
- Experience of using email marketing tools such as Mailchimp
- Experience of working with Google Analytics and social media analytics

Approach

- Able to work well as part of a team
- Committed to the vision, mission and values of A New Direction
- Committed to working in an environment which values and celebrates diversity
- Has an interest in arts education and creative and cultural education
- Creative, solutions-focused, and forthcoming with new ideas
- Organised and able to work independently and prioritise workload
- Has good attention to detail
- Displays a commitment to Continuing Professional Development (CPD)

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A New Direction is committed to implementing safeguarding through safer recruitment. All our roles require the successful candidate to complete a Disclosure and Barring Check, the receipt of satisfactory references and be eligible to work in the UK.

Special Conditions

A New Direction has two great spaces in East London: one at 50 Worship Street near Moorgate and Liverpool Street stations, the other at the Good Growth Hub in Hackney Wick.

This role is open to remote/hybrid working. We encourage members of the team to spend at least 50% of their working hours based in one of our workspaces but are flexible to other arrangements if required.

There will be occasions when this role may be required to work unsocial hours including evenings and weekends. We operate a TOIL (time off in lieu) system.