

# Spike Island

## JOB DESCRIPTION

### COMMUNICATIONS OFFICER

#### KEY OBJECTIVES

- To lead the delivery of Spike Island's communications and audience development strategies that support the effective realisation of its artistic programme and business plan.
- To build Spike Island's local, national and international profile and brand identity, increasing the recognition of, support for, and engagement with the organisation at all levels.

#### RESPONSIBLE TO/FOR

The Communications Officer is responsible to the Director.

The Communications Officer is responsible for the:

- Communications Assistant

#### AREAS OF WORK

##### Audience Development

- Work with the Communications Assistant and Management Team to plan and deliver effective communications and audience development campaigns, enabling the organisation to grow and diversify its communities and audiences, achieve its objectives, and maximise revenue.
- Work with the Operations and Visitor Services Team to support wayfinding, accessibility and a welcoming visitor experience across the organisation.

##### Marketing & Interpretation

- Devise and manage the seasonal communications and marketing schedules, ensuring deadlines are communicated to relevant parties.
- Manage the design, production and timely installation of general signage and information; exhibition signage, interpretation materials and visitor resources for all audiences and users of Spike Island's building.
- Deliver timely and cost-effective print and digital marketing materials in consultation with the programme team and external design agencies, ensuring deadlines are met.



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Spike Island Artspace Limited  
Registered charity no. 1003505  
Registered in England  
and Wales no. 2624621  
VAT no. 650 5760 40

- Ensure targeted distribution of marketing materials and advertising (print and digital), including promoting Spike Island’s activities internally and externally, and developing collaborative marketing activity with partners who share complementary objectives.
- Maintain Spike Island’s brand, including internal house-style guidance and external partner liaison.

#### Press & PR

- Work closely with Spike Island’s external PR agency, providing them with key information and materials to generate national and international press and media coverage, and coordinating Press Views and interviews where required.
- Manage and oversee local press campaigns to enhance Spike Island’s profile in the city, developing and maintaining good relationships with local media contacts across print, broadcast and web.
- Ensure press enquiries are handled efficiently – either managed in-house or re-directed to the external PR agency.
- Write copy and provide editorial support on Press Releases and other news items across Spike Island’s programme and activities.

#### Website & Social Media

- Manage and develop Spike Island’s website, including working effectively with external website developers; monitoring engagement through analytics; and ensuring the website is fit-for-purpose and accessible.
- Deliver effective e-campaigns for Spike Island, monitoring engagement with content and ensuring data and mailing lists are well maintained in line with growth targets and GDPR compliancy.
- Manage all published content across our core channels, including responding to online audiences, dealing with emergency scenarios and analysing engagement metrics.
- Oversee the production of social media content for online platforms, including Instagram, YouTube and Vimeo, working in dialogue with the Communications Assistant and Programme team.

#### Income Generation

- Develop the website and marketing materials to improve registration, booking and payment processes for Exhibition Services, our commercial work spaces, Spike Island Associates memberships, job opportunities, and donations.
- Work with the Visitor Services Supervisor to ensure Spike Island’s online shop provides opportunities to increase revenue.
- Oversee ticketing systems and monitor sales to maximise event attendance.

#### Data & Monitoring



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- Monitor, report on and evaluate audience engagement across Spike Island’s artistic programme and other activities to ensure that strategic aims are achieved.
- Maintain good practice in data protection across all areas of communications, including carrying out regular data audits and updating third party data sharing agreements.
- Work with the Management Team to design and carry out appropriate audience research to inform strategy, including via our visitor surveys.
- Support teams in integrating feedback and evaluation into programming and reporting.
- Contribute to the maintenance of Spike Island’s cloud-based contact database (Donorfy), including supporting related staff training and regular data health checks.

#### General

- Represent Spike Island externally at meetings with key partners and networks, increasing opportunities for support and collaboration.
- Ensure that all communications work reflects and contributes to our aim to enhance equity, diversity and inclusion across the organisation.
- Foster and maintain good relationships with Spike Island’s community of studio holders, key partners (Spike Print Studio, UWE Bristol, Emmeline Café) and business tenants.
- Work with the Management Team and Communications Assistant to identify and build relationships with local arts and culture organisations.
- Line-manage the Communications Assistant, supporting their professional development and performance management, including regular one-to-ones and annual appraisals, identifying development opportunities as appropriate.
- Plan and manage marketing and communications budgets, delivering work within agreed targets.
- Operate in accordance with the organisation’s employment, Health and Safety, equal opportunities and other legal requirements, organisational practices, policies and procedures.
- Collaborate across teams and carry out any other duties commensurate with the job role.