

# Spike Island

## PERSON SPECIFICATION: COMMUNICATIONS OFFICER

Assessment Methods:  
App = Application form  
Int = Interview  
Task = Task

Attributes:	Essential:	Desirable:	Assessment Method: App/Int/Task
<b>Knowledge:</b>			
An active interest in contemporary art and the wider arts and cultural sector	X		App/Int
Working knowledge of the national and international cultural contexts within which Spike Island operates	X		App/Int/Task
Working knowledge of the local and regional cultural contexts within which Spike Island operates		X	App/Int/Task
Familiarity with the aims and objectives of non-profit arts organisations and artist-led initiatives	X		Int/Task
Up-to-date knowledge of best practice in cultural communications	X		App/Int/Task
Familiarity with and commitment to best practice for access, equity and inclusion	X		App/Int
Knowledge of best practice around privacy policies and GDPR	X		App/Int
Familiarity with the aims and objectives of Arts Council England's new 10-year strategy, <i>Let's Create</i>		X	App/Int
A good network of arts press and media contacts		X	App/Int
<b>Experience:</b>			
A minimum of two years' professional experience working in a delivery-focussed communications role	X		App/Int
A minimum of two years' professional experience working in a delivery-focussed communications role within the contemporary visual arts sector		X	App/Int
Proven experience of marketing and audience development, including a commitment to engaging underserved audience groups and improving access	X		App/Int/Task
Planning and delivering wide-reaching marketing campaigns (print and digital), including managing print production	X		App/Int
Managing social media channels, and ability to create regular content for digital channels	X		App/Int
Tracking and analysing audience data	X		App/Int



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Project management and scheduling	X		App/Int
Budget management and planning	X		App/Int
A track record of successfully promoting regular events and activities	X		App/Int
A track record of initiating and developing relationships with external partners	X		App/Int
Composing and updating organisational plans, policies and procedures	X		App/Int
Implementing accessibility measures and best practice		X	App/Int
Contributing to conversations regarding wayfinding, accessibility and visitor experience in a public venue		X	App/Int
Producing signage, wayfinding, exhibition interpretation and other visitor resources		X	App/Int
Establishing and maintaining systems for monitoring and evaluation, for example Culture Counts or the Audience Agency's systems		X	App/Int
Cultivating relationships with arts press and media		X	App/Int
Experience of managing online ticketing and sales		X	App/Int
Experience of using Content Management Systems (CMS) for managing and updating websites		X	App/Int
Working as part of a small, dedicated team		X	App/Int
<b>Skills and attributes:</b>			
High level of written and verbal communication skills, including excellent writing, proofreading and copy-editing skills, and rigorous attention to detail	X		App/Int
Excellent planning, organisational and administrative skills	X		App/Int
Good personal organisation and time-management skills, including ability to self-motivate, prioritise tasks and work to tight deadlines	X		App/Int
Well-developed interpersonal skills, including the ability to work effectively as part of a team and lead with a positive, team-oriented attitude	X		App/Int
A warm and approachable manner, with a commitment to championing a dynamic organisation and community	X		App/Int
Ability to work calmly under pressure	X		App/Int
Ability to communicate effectively with a wide range of people, including external stakeholders and across teams at Spike Island	X		App/Int/Task
Ability to effectively manage budgets	X		App/Int
Line management skills and a willingness to support the professional development of colleagues		X	App/Int
Computer literate and IT experienced. Comprehensive knowledge of Microsoft Office suite and proficiency in Adobe Creative Suite	X		App
Ability to learn new IT practices and processes as required	X		App/Int
<b>Circumstances:</b>			



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Living within an easily commutable distance from Bristol, or a willingness to relocate	X		App/Int
A willingness to work flexibly, including evenings and weekends where necessary to meet the demands of the job	X		App/Int
Right to work in the UK	X		App

**Terms and Conditions of Appointment:**

**Job description:** The job description is a guide to the targets that the Communications Officer is expected to achieve and may be revised from time to time by agreement to meet changing circumstances.

**Term:** This post is offered on a permanent contract.

**Normal hours of work:** Normal hours of work are 35 hours per week based on-site at Spike Island, with home working available.

Normal working hours are 9am–5pm, Monday to Friday. This role will involve working occasional evenings and weekends according to the needs of the organisation, for which time off in lieu will be provided by agreement with the line manager.

You will be entitled to an unpaid lunch break of one hour each day.

Spike Island operates a flexible working policy, with working hours to be agreed on appointment.

**Salary:** £30,000 per annum

**Pension:** On completion of three month’s service, you would be eligible for auto enrolment in to Spike Island’s workplace pension scheme.

**Annual leave:** In addition to bank/public holidays, employees are entitled to 4.6 weeks (23 days) annual leave on full pay (pro rata).

**Probationary period:** This post is subject to a probationary period of six months.



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There will be a staff review at 3 months and again at 6 months. This period can be extended but by no more than 6 weeks in any circumstances.

**Notice period:**

Upon completion of the probationary period, employment is subject to a three-month notice period.

**Benefits:**

Spike Island offers access to the following schemes:

- Cyclescheme
  - Access to Employee Assistance Programme
  - Membership to Spike Island Associates
  - Staff discount in Emmeline café
- All such benefits apply during the course of your employment only.



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