

|  |  |
| --- | --- |
| **Role** | Associate Director of Communications and Partnerships |
| **Reporting to** | Chief of Staff |
| **Contract**  | Full time, Permanent |
| **Salary** | £60,000 |

**The Auckland Project**

Over the last ten years, Auckland Castle and its gardens, the Faith Museum, Mining Art Gallery and Spanish Gallery have been built to combine many attractions within one northern town. With outstanding architectural, industrial and cultural heritage, Bishop Auckland is on the cusp of a new era: to become a visitor destination of renown.

The Auckland Project venues play an enormous role in the town’s regeneration, committed to telling its stories and phenomenal history. By making Bishop Auckland a better place to live, work and visit, we will benefit the local economy, generate wellbeing, create jobs and skills-building opportunities and build pride in our wonderful town. And, of course, we will provide incredible encounters with art, culture and heritage to everyone who visits our venues.

We want everyone in the region and beyond to be able to participate in and benefit from our cultural life and economy. But very few people know about us, or about the importance and heritage of Bishop Auckland.

**The role purpose**

As our new Associate Director of Communications and Partnerships, you will help us to overcome three challenges: the articulation of who we are, what we do, and how people can become involved. It is a crucial role in our long-term sustainability – which rests on diversifying our income streams, and building our audience. Through the development and execution of integrated marketing, communications and fundraising strategies, your work will establish our brand, and bring about real change in how audiences are invited to engage with our collections, gardens, galleries and spaces.

Responsible to the Chief of Staff, you will work with three other Associate Directors (Estates, Operations and Heritage & Engagement) to form a new level of management within the organisation.

As an exceptional storyteller, we’ll look to you to coordinate the articulation of who we are, driving footfall, corporate partnership and donations, both physically and digitally, and extend the reach, impact, reputation and revenue of the organisation.

Meanwhile, as a member of our senior management team, you will help us build a strong and supportive management ethos and team culture across our different sites and departments.

**Context**

The Auckland Project has a vigorous five-year financial plan, the success of which rests upon large-scale events, public programming, and using our budget wisely to promote our venues and attractions. We also have new opportunities to partner with external stakeholders to promote Bishop Auckland as a destination, and to launch new offers – weddings, events and corporate social responsibility programme.

The North East is also changing rapidly. There are new opportunities in the region for partnership, promotion, training; for filming, investment and collectively building awareness. Storytelling and partnership development are at the heart of this role. We are looking for a leader who is a collaborative and creative thinker; with extensive experience of partnership formation, fundraising and/or communications, preferably within the heritage and/or arts sectors. The responsibilities of the role are broad and involve blending together strands of strategy which currently exist, developing new ones, and creating a cohesive plan which will allow us to succeed commercially at the same time as conveying who we are appropriately and consistently.

As the lead of a newly formed Department bringing fundraising and marketing functions together (currently four full time and one part-time role) the post holder will need to get to grips with the challenges and opportunities of promoting a multi-site attraction to varied and diverse audiences.

To be successful in the role, the post holder will need a thorough understanding of multi-site, multi-product marketing, fundraising or communications.

**Key Responsibilities**

**Developing and delivering strategy**

* Support the CEO and our founder in liaising with external bodies to build and enhance The Auckland Projects’ profile and influence.
* Lead our communications activities, ensuring we know and understand our audiences and communicate and promote our identity effectively to our audience(s) in order to secure and increase visitors and investment.
* Support the master planning process for TAP, including strategy and business planning, and funding applications.
* Help inform plans and ensure accurate reporting to stakeholders and the Board of Trustees.

**Management**

* Set the vision for a team of marketing, social, content and creative experts (staff and external consultants) as they develop engaging campaigns and content for multiple audiences
* Give clear direction, support and guidance to the team, instilling efficient organisation processes and regular reporting
* Propose new hires/contractors as appropriate, undertaking recruitment, conducting team reviews and activating development opportunities.

**Development**

* Lead strategic and compelling communication of The Auckland Project narrative, raising awareness of our work, enhancing the profile of the organisation and conveying the impact we have
* With the Associate Director of Heritage and Engagement, lead on the creation of a plan for diversifying and developing audiences and partnerships
* Work with colleagues and external stakeholders to ensure that we build strong strategic relationships for collaboration, fundraising, and sponsorship
* Ensure that the organisation is equipped to talk about our past achievements and future plans in order to build confidence.

**Leadership**

* Develop a cohesive strategy for our sites and commercial ventures that has short, medium and long term goals
* Form partnerships with other destination leaders/DMO in the region and further afield
* Provide oversight and guidance to the in-house team as they deliver a wide range of projects, including: content creation, exhibition branding, physical and digital collateral, sales documents, installations and advertising creative
* Play a senior leadership role, developing and delivering strategic objectives and ensuring good project and financial management.

**Person Specification**

We are looking for a kind, competent and curious leader who has previously managed a marketing, fundraising, partnership formation or communications role within an arts, culture or heritage focussed operation. You will need to identify exactly why each venue will appeal to a particular audience, and how the narrative of every venue fits into the wider destination. A strong, resilient manager and team player, you will need to be comfortable and experienced in dealing with complex information, products, audiences, viewpoints and stakeholders. Most importantly, the role requires someone who is an expert story-teller; who has infectious enthusiasm about what we are doing, and who can excite, engage and inspire others.

Experience of working in the heritage multi-site visitor attraction sector would be a distinct advantage.

|  |  |  |
| --- | --- | --- |
|  | **Essential** | **Desirable**  |
| **Experience** | * Proven successful experience of working in a similar cultural, arts or visitor destination in education, curatorial, or community engagement.
* Outstanding people leadership and management skills, with the proven ability to organise, inspire and motivate a diverse team
* Excellent negotiation skills and the ability to develop and sustain relationships
* Demonstrable success developing, implementing and evaluating strategic marketing/fundraising plans
* Proven experience in a line management role, including experience of recruiting, managing performance, coaching and developing a team
* Proven budget management experience
* Experience of drawing on audience research, data and trends to inform exhibitions and community engagement
* Track record of responding to audience insight to improve and develop an offer, inspiring others with a passion for culture, art and heritage.
 | * Working for a multi-site organisation
 |
| **Skills** | * Strong influencing and communication skills
* Excellent management and people skills, with evidence of clear leadership ability and the desire to engage and motivate teams
* Numerical acumen
* Excellent Office 365 and IT skills
	+ Strong analytical and critical thinking skills.
 |  |
| **Personal Attributes** | * A deep understanding of what it means to be diverse and how to promote inclusion effectively, ensuring an inclusive approach is embedded in all collections development activity.
* An interest in and commitment to the work of TAP
* Clear thinking with sound judgement – able to manage competing demands, make effective decisions and work collaboratively to come up with solutions to problems
* An agile, flexible and positive mind-set.
 |  |

**The Auckland Project**

The Auckland Project works hard to create a positive change for those living, working and visiting Bishop Auckland. We have created a visitor destination in Bishop Auckland, incorporating Auckland Castle (once home to the Prince Bishops of Durham), a Spanish Art Gallery, Faith Museum, Walled Garden, Deer Park, Mining Art Gallery, Auckland Tower visitor centre and Weardale Railway.

Our visitor destination and community development programme broadly fits into three areas:

1. The **social environment**: we help individuals and communities by creating a sense of curiosity, hope and faith in themselves and the world around them. We provide opportunities for skills development and partnerships, building a year-round tourist market and supporting small creative industries to thrive
2. The **natural environment**: we protect, sustain and enhance the world around us
3. The **built environment:** we restore and enhance the beauty and historic significance of the buildings, structures and assets in our care.

By working with us, you are helping to ensure the town’s future is as magnificent and vibrant as its past.

**How to Apply**

Apply for this role by downloading and completing an application form from <https://aucklandproject.org/about/join-the-team/> and emailing this to recruitment@aucklandproject.org

Closing date: 24th April 2024