**Job Description**

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| **Job Information** |
| **Job Title** | Communications Officer |
| **Location** | The Lawnmowers, Formerly Pelaw Youth Community Centre, Shields Road, Pelaw, Tyne and Wear, NE10 0QD |

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| **Position in Organisation** |
| **Reports to** | CEO |
| **Working Hours** | 15hrs per week (initially) |
| **Remuneration** | £27,500 p.a. (pro-rata actual £11,000) &4% Company Pension Contribution |
| **Additional Terms** | 28 days paid holiday exclusive of Statutory Holidays, pro-rata  |

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| **Purpose / Overview** |
| **Purpose**To lead the implementation of The Lawnmowers press and media strategy and contribute to our communications and fundraising strategies. To build the brand image, reach and increase awareness of or activities via all available marketing streams |

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| **Key Duties and Responsibilities** |
| The duties and responsibilities outlined below are intended to be an indication of the scope and nature of the post and are subject to review periodically through staff review and appraisal.**Communications**1. Work in conjunction with Senior Management to lead, develop and implement a new website in line with The Lawnmowers communication and fundraising strategies.
2. Ensure coherence of message, style, text and imagery across all The Lawnmowers communications.
3. Build positive relationships with relevant press and media, artists, audiences, funders, donors, sponsors and stakeholders.
4. Ensure relationships with designers, printers and other suppliers are positive and create best value for The Lawnmowers.
5. Maintain and regularly update relevant sections on The Lawnmowers website and maximise the usage of social, electronic and public media to promote The Lawnmowers vision, mission and artistic programme.
6. Ensure the production of brochures and other communications, writing and checking copy, sourcing and agreeing design, images, and credits.

**Marketing**1. Contribute to the overall marketing and audience development strategies, including plans for individual activities, performances and events.
2. Liaise with press and marketing departments of visiting companies, artists, venues and others to maximise impact.
3. Help to monitor and report on audience attendance and income targets.
4. Assist in generating useful management information about audiences, opinions and behaviour to inform the development of marketing strategies and programming decisions.
5. Assist in undertaking audience, segmentation and marketing research to build The Lawnmowers understanding of its market, inform the development of marketing strategies and demonstrate public value to funders.

**Development and Fundraising**1. Contribute to the research and development of new events and fundraising opportunities.
2. Help to coordinate the research to support fundraising.
3. Ensure effective communication with funders, individual supporters, donors and sponsors via phone, email, and in person where required.

**Overall**1. Contribute to the development of The Lawnmowers Business Plan and the delivery of its mission, priorities and strategic objectives.
2. Be a proactive member of The Lawnmowers team, preparing papers for report and discussion for the Board and other meetings as required.
3. Control relevant budgets and ensure all financial matters are managed in accordance with The Lawnmowers policies and procedures while working to maximise income and minimise expenditure.
4. Carry out duties and responsibilities with regard to The Lawnmowers Equality and Diversity, Environmental, Health and Safety and other policies.
5. Contribute to a positive organisational culture, supporting staff, looking after volunteers and ensuring that the organisation performs at its best at all times.
6. Carry out necessary administrative work generated by the above activities.
7. Undertake other duties as may be reasonably required.
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