

HOME GROWN HOPE



Job Pack
Marketing & Communications Manager
the stove network



**TELLING
THE
STORIES**

**WRITING
OUR
FUTURE**

The Stove is a creatively-led organisation with a national and international reputation as a leader in community-embedded arts practice based in Southwest Scotland. We were the first artist-led community development trust in the UK and deliver high-quality activity uniquely integrated with an activist approach which supports local people to shape the places they live and work.

Notable successes include initiating the Midsteeples Quarter project which has seen the local community in Dumfries take ownership of 5 High Street buildings, drawing in excess of £8m investment into the initiative for local people to lead in the re-imagining of their town centre.

We work across our home region of Dumfries and Galloway as one of the UK's leading exponents of Creative Placemaking – *using creativity as a tool to support community-led change.*

In 2024 we have launched the publication '**A Creative Placemaking Approach**' which is influencing national policy and also the What We Do Now creative placemaking network for Dumfries and Galloway which brings together community organisations and creative practitioners for learning and project development.

Our work has a particular focus on people experiencing disadvantage, inequality, and young people, and engages with the widest possible range of people on issues relevant to their lives in ways that can make a lasting difference.

Our overarching aim is to promote and develop wellbeing and sustainable local futures from the grassroots of our society.





The Stove is based on the High Street in Dumfries, where we operate a Community Venue and cafe, delivering a programme of activities/projects from large-scale community events/festivals to regular groups/workshops.

In 2022-23 we delivered 264 unique public events with a combined audience of 8344 and 5703 people actively participating in events/ workshops. We support the regional population of creative freelancers offering opportunities at all levels from 'first commission' to 'international', last year we gave out 180 individual freelance contracts worth in excess of £200,000, 37% of which went to creatives under 30 years of age.

We have an active and committed board drawn from our membership (600+) and have a range of opportunities through the year for the different communities we work with to contribute to the direction of The Stove.

We are looking for someone who brings a campaign-style approach to our communications, with a keen eye for storytelling and an enthusiasm for producing and managing content that is both creative and approachable. The Marketing & Communications Manager will join the Stove leadership team, a multi-disciplinary group who incubate and craft the work of the organisation.

Telling the stories of our work and supporting engagement with participants and audiences is a frontline element of the work of the Stove.

Recently our Communications and Marketing Director has taken the 'Stove ethos' to pastures new and leaves us with a strong strategic foundation for brand management and a communications/marketing approach across our diverse portfolio of work. The person we are seeking will lead The Stove Communications Team of Digital Marketing Officer and Web + Data Manager and be responsible for delivery of our communications and marketing. We are open to the widest diversity of people and approaches – what is critical for us is that you have the potential to be part of the unique blend of personalities and talents at The Stove.

CREATIVE COMMUNICATION IS AN INTEGRAL PART OF STOVE PROJECTS AND INITIATIVES FROM SUPPORTING COMMUNITIES IN FINDING A VOICE, TO INTERNATIONAL PARTNERSHIPS AROUND CREATIVE PRACTICE.

We pride ourselves on being a place where people grow and progress on the journey to their full potential in the world and see this role as something which the right person can make their own.

A document like this can only communicate so much – please have a good look around at our work online and get in touch with questions and thoughts – we love a good blether and would love to hear your thoughts on the job and or The Stove in general – The Stove is a journey of experimentation and discovery, everyone we meet on that journey helps guide it!

‘A critical part of Creative Placemaking is to maintain a vibrant and accessible communication link between communities and the ongoing development of projects. Good communication keeps community initiatives transparent and inclusive.’



Money & Conditions

The Communications & Marketing Manager is a **full-time role** at a salary ranging from **£28,000 - £32,000 PA** depending on experience.

The role is based in Dumfries and will involve travel across the region, as well as some work nationally and internationally.

A commitment to localised economies is at the forefront of our practice and as such it is a condition of this role to be based within Dumfries & Galloway to undertake it.

Application Process

We want you to communicate yourself and your approach to us in the way that is best for you. There are no rules to the application process beyond the following, we need to:

- Have your final submission by **midnight on the 26th August** and sent to **info@thestove.org**
- **Hear about your interest in the role and how you would approach it**
- **Get an understanding of your experience, skills and potential**
- **Receive nothing from you that is bigger than 10MB**
- **Interview dates are: 12th & 13th of September. By applying you are declaring yourself available for these dates.**

We are open to communication from you in whatever form is comfortable and natural to you. If you have any questions about this, or anything else please do not hesitate to get in touch. It's important that our people reflect and represent the diversity of the communities and audiences we serve. We welcome and value difference, so when we say we're for everyone, we want everyone to be welcome in our teams too. Wherever you're from, and whatever your background, we want to hear from you.

Access Requirements

If you have any access requirements at any stage of the selection process please contact Lindsey Smith:
Email: lindsey@thestove.org
Tel: 01387 252435





MARKETING & COMMUNICATIONS MANAGER

JOB DESCRIPTION

Marketing & Communications Manager

Overview

An experienced and dedicated professional with a creative and collaborative approach and a belief in communication as an integral component within our mission for creativity to support positive societal change. You will be motivated by being part of a multidisciplinary team and become part of the organisational culture for everyone to grow together. An inspiring and compassionate leader you will guide The Stove's communications team to deliver at a consistently high standard and support your co-workers to develop and surprise themselves. You will have a hands-on attitude and deliver excellent work personally and across the full scope of your role in leading the communications and marketing for The Stove.

Management

The role is line managed by our CEO and will join the senior leadership team of The Stove (known as the APG – Advance Planning Group) comprising: Finance Director, Operations Director, Artistic Director, Development Director and Production Lead.

The Communications and Marketing Manager will line manage our Marketing Officer and Web & Data Manager, both these posts are currently full-time and the people in these roles are extremely talented, have been with The Stove for some time and are well-established in their work.

Key Duties and Responsibilities

Implementation of Marketing/PR and Communications Strategy & Brand Management of The Stove. This includes a number of key Stove initiatives which function as sub-brands e.g. What We Do Now, Creative Stranraer, Creative Spaces and Wild Goose Festival

Campaign design and planning to support the development of creative projects and organisational aims/objectives

Oversight of all Stove online assets.

Ownership and management of The Stove marketing budget

Accountability for project specific marketing budgets

Oversee delivery of marketing & PR projects (Digital: email, website, social media, partnership channels)

Grow and maintain network of media contacts

Create and curate compelling content, including posts, articles, videos, and graphics support Stove projects and initiatives

Overseeing external written communications, design, consistency, and meeting external partner and stakeholder obligations.

Contributing to planning and delivery of community engagement (inc Stove membership) processes for projects and organisational aims/objectives

Presenting and representing The Stove in a business/practice development context

Managing Stove recruitment processes

Managing the Stove membership

Oversee The Stove's contacts database (CRM), including setting staff guidelines, adhering to GDPR, regular updating and maintaining, and proactively developing key areas of the database.

Generate regular reports to evaluate the effectiveness of marketing efforts. Brief, contract and project manage external suppliers for graphics, video etc

Policy management – social media, crisis comms etc

Line management of Digital Marketing Officer and Web + Data Manager
Production of reports as required for Stove board, funders etc

Supporting funding applications and project pitches

General Duties

Adherence to Data Protection legislation and Health and Safety requirements
Attend relevant training courses with colleagues where appropriate.

Together with other members of staff, handle general enquiries including written, phone and email

Attendance at regular staff meetings and Stove events (as appropriate)

Essential Experience

A minimum of 3 years experience in building audiences and participation through traditional and digital marketing

Budget management experience and good numerical skills

Experience of digital content & social media, including scheduling programmes, such as Hootsuite

Knowledge of CRM databases, including segmentation & targeting for personalisation

A commitment to the value of creativity in society and social justice

Highly organised and self-sufficient

Line management

Website content management

Email marketing

Marketing analytics

Press and Public Relations

Content creation

Graphic design

Adobe Creative Suite, Microsoft Office, Dropbox and Google suite

Desirable Experience

Working in the creative sector

Lived experience of working in a rural context

Experience of working with a diverse range of people of different ages and backgrounds

Working in the Third Sector

Abilities and Personal Qualities

Ability to communicate effectively and build relationships with various stakeholders, including colleagues, audiences, suppliers, funders, and partners.

Well organised and able to prioritise, working effectively both independently and collaboratively across multiple tasks to meet deadlines and targets.

Compassionate and supportive of others

Open to trying and learning new things and being open to innovation

Attention to detail and commitment to achieving high standards

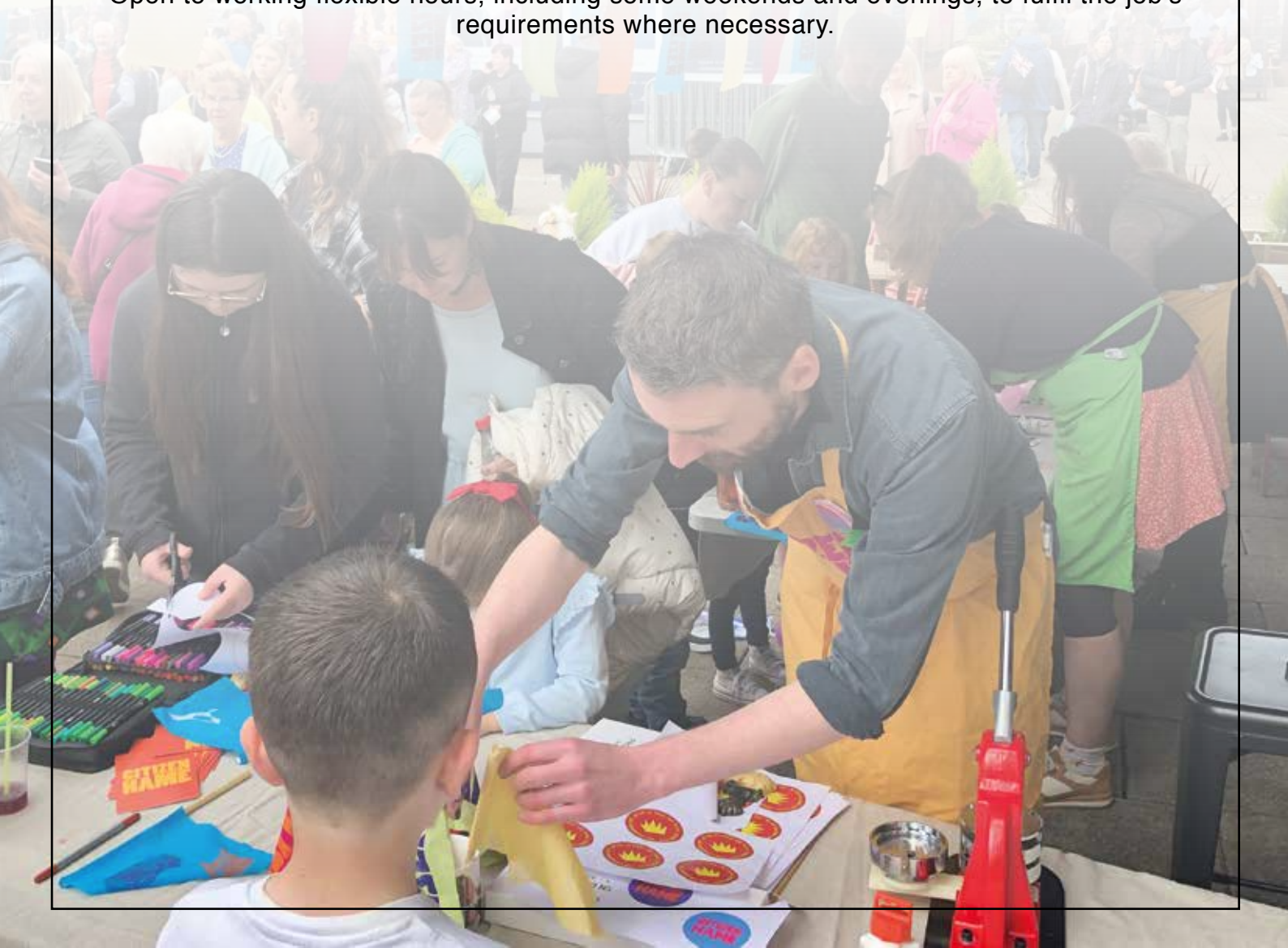
Creative, honest and flexible with a 'can-do' attitude

Able to ask for help when needed

A commitment to equity, inclusion and diversity and an understanding of how these relate to marketing

Promote a good work life balance

Enthusiasm for keeping up to date with emerging digital and broader marketing trends. Open to working flexible hours, including some weekends and evenings, to fulfil the job's requirements where necessary.



APPLICATION LINKS

[EQUALITIES MONITORING FORM](#)

USEFUL RESOURCES

[THE STOVE TEAM](#)

[CREATIVE PLACEMAKING APPROACH](#)

[WHAT WE DO NOW](#)

[VIDEOS](#)

[PROJECTS](#)