

JOB DESCRIPTION

Job Title: Editorial Manager

Accountable to: Director of External Relations

Contract length: One-Year Fixed-Term (Maternity Cover)

Grade: 4

Salary: £33,653 - £41,329 per annum

College/service: Central Saint Martins, UAL

Location: Central Saint Martins, King's Cross.

Purpose of Role:

Central Saint Martins, University of the Arts London (UAL) is a world-leading centre for arts, design and performance education. Its reputation stems from the creative energy of its staff and students and the achievements of its graduates nationally and internationally. The nine programmes at CSM explore the boundaries of their discipline. Students and staff are continually alert to new ideas, and are curious and restless in developing beyond the expected norms of their subject, so emerging work is at the forefront of its area. CSM also sits at the heart of London's creative scene, and Europe's most dynamic cultural destination and innovation quarter at King's Cross. The College's broad range of art and design activities allows an exchange of ideas and techniques across disciplines, acting as a huge workshop of thinking and making, underpinned by a strong research base and exceptional technical resources. As well as being a working art, design and performance school, CSM both hosts and delivers numerous seminars, conferences, exhibitions, open days and fashion shows, many of which are open to the public.

Supporting colleagues in the External Relations team and the wider college the Editorial Manager role researches, develops, manages and delivers a broad range of highest-quality written content for print and digital. This editorial content is disseminated through a range of publications, catalogues, imprints and promotional material, via printed and digital channels. The Maternity Cover post-holder will work closely with academic and support colleagues (including Programme Directors, Course Leaders, Curators, Researchers and Events Producers on creating compelling editorial content that articulates, celebrates and promotes CSM's annual programme of activities, all aimed at engaging key audiences and stakeholders, in doing so further raising the profile and reputation of CSM in London, the UK and internationally. Some of our key events that require editorial support include our annual Graduate Degree Shows and our CSM Public and Creative Unions initiatives. The primary aim of the role is to develop a consistent, compelling and creative way of presenting and communicating the aspirations, vision and operation of Central Saint Martins.

Duties and Responsibilities

- To work with the Director of External Relations, other External Relations staff, senior management and academic and support staff to develop CSM strategy and editorial content for engaging key audiences in our activities, including the local community and the wider public.
- To devise, develop, manage and deliver related written content that promotes our programme of events, initiatives and associated activities aimed at engaging key audiences (internally and externally), so raising the profile of CSM, and enhancing our positive reputation. Key annual and ongoing events includes our Graduate Degree Shows, our CSM Public & Creative Unions initiatives and our busy gallery and public events programme.
- To develop and produce the highest-quality editorial content outputs as part of CSM's annual programme. This will include: production of promotional materials; recording events where appropriate; gathering content, producing/editing newsletters and events guide(s); working on podcasts and films; commissioning and managing freelance designers, photographers and filmmakers.
- To ensure all outputs are consistent with the college brand and align to wider Communications & Marketing activities.
- To develop a style for the content, and the way it is structured, that is consistent with the ambitions of CSM as one of the world's leading creative centres.
- To work with the Director of External Relations, Web & Social Media Manager, Senior Marketing Coordinator, Press & Media Officer, and other External Relations colleagues on public affairs activities for CSM; and supporting effective liaison with the UAL Communications and External Affairs team.
- To work closely and collaboratively with the wider Communications and Marketing, and Business and Innovation teams at CSM. For example: working with the Senior Marketing Coordinator to help create

content that supports potential student recruitment opportunities; the Digital Manager to devise, edit and deliver headline content that enables the effective promotion of college activity to students, staff and the public; the Press Officer to develop, devise and produce proactive stories; the Creative Producers (Gallery & Performing Arts) to promote College event and exhibition activities for maximum impact and profile; and the Innovation and Business team to promote and enhance programmes such as CSM Public.

- To propose and develop new and innovative channels for the dissemination of content in order to maximise the reach of the college's communications.
- To ensure that copy for one medium (i.e. print) is repurposed effectively for other channels (e.g. social media, web, etc.)
- To report on the effectiveness of content using available analytical tools and adapt accordingly.
- To build and maintain effective working relationships with colleagues across CSM, including academic, research, technical and admin staff, fostering a positive culture of collaboration and taking a joined up approach to the programme and activity of the College.
- To oversee occasional additional staffing (freelance and/or hourly paid staff) as needed to promote and deliver CSM content.
- To work with the Director of External Relations to maintain relevant budgets.
- To maintain efficient administration and evaluation/measuring systems in order to ensure smooth delivery of content, as well as impact and reach.
- To maintain and develop the CSM's contacts database and undertake relationship management with key contacts.
- To undertake some late evening and occasional weekend work.
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Director of External Relations
- Digital Manager
- Press and Media Relations Officer
- Senior Marketing Coordinator
- External Liaison Coordinators (ELC's) within college programmes
- Business and Innovation Team
- Head of College/Pro Vice-Chancellor and Deans
- CSM Creative Producers (Gallery & Performing Arts)
- Academic, research and professional colleagues across CSM
- UAL Communications and External Affairs Team
- Estates Team
- External contacts and providers (i.e. graphics and printers)

Specific Management Responsibilities

Budgets: To be agreed

Staff: n/a

Other

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The application form provides an opportunity to write a personal statement, in which you are expected to refer to the following selection criteria. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

Person Specification	
<p>Specialist Knowledge/ Qualifications</p>	<p>In-depth knowledge of, and an interest in, design, media, the arts and the creative and cultural sectors; in London, nationally and internationally.</p> <p>In-depth knowledge of other major art, design, media and higher education institutions, nationally and internationally.</p> <p>Relevant qualification, ideally in the arts or communications-based subjects (degree or advanced professional qualification).</p> <p>Expert knowledge of working in, and writing for, print and digital channels.</p> <p>Knowledge of audience segmentation and Customer Relationship Management.</p>
<p>Relevant Experience</p>	<p>Experience of managing a range of editorial projects with minimum supervision.</p> <p>Experience of engaging key audiences, local community or wider public through supporting colleagues by creating a range of excellent written content.</p> <p>Experience of working in a dynamic and pressured work environment.</p> <p>Experience of the education, arts, creative and/or not-for-profit sector.</p> <p>Experience of working both independently and collaboratively.</p> <p>Experience of working collaboratively with communication, marketing, digital and/or academic colleagues.</p>

Communication Skills	Communicates effectively orally, in writing, and/or using visual media.
Leadership and Management	Working as part of a team effectively, setting clear objectives to manage performance
Research, Teaching and Learning	Uses effective teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity
Professional Practice	Contributes to advancing professional practice in own area of specialism
Planning and managing resources	Plans, prioritises and manages resources effectively to achieve long term objectives
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student experience or customer service	Builds and maintains positive relationships with students, staff and key stakeholders and partners
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems.

Last updated: December 2017