



## **Head of Communications, Job Description, August 2021**

### **Company Description**

Boomtown Fair is an organisation that prides itself on its unrivalled artistic output, cutting edge style and cultural content. Founded in 2009, by active Directors, Lak Mitchell and Chris Rutherford, the organisation is a living theatre, a world renowned immersive experience that ignites the imagination and inspires the emergence of a better world through creativity, connection and celebration.

Headquartered in the heart of Bristol, Boomtown Fair is an annual five-day camping festival held at the Matterley Estate (Nr. Winchester, Hampshire) in the rolling hills of the South Downs National Park. For more than a decade, the organisation has prided itself on offering its audience extraordinary experiences through the programming of Theatre, visual arts, mind-bending set designs, a multitude of music styles and site-specific performances and events.

Charity, Education and Awareness is an integral part of the ethos of Boomtown Fair with the festival using its platform and position as a major influencer and a driving force in changing ways that festivals are run and operated. In 2019, the last year the festival was able to run due to the subsequent global pandemic that struck, the organisation took large steps by partnering with Tree Sisters, a global network of women passionate about achieving restoration of our tropical forests, to plant a tree for every attendee of its Festival that year (c.60,000 trees).

Boomtown is committed to Diversity, Equity & Inclusion (DEI) and is an advocate for social change. We support and value an inclusive culture that is centred around respect and are focussed on equality for all. We are proactively looking for ways to improve representation and inclusion within our staff, our events and the talent and entertainment provided to our ticket holders. Whilst education and qualifications can be helpful and we do see value in this, we are also welcome to applicants with a proven working history regardless of qualifications.

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### **Role Description**

Boomtown has a need for a part time, proven Head of Communications with a passion for live events, festival culture, arts, theatre and music and a love for writing. The role will develop, lead and oversee the execution of the communications strategy including digital, marketing, advertising and PR. The primary objective is to provide strategic leadership to maintain and protect the brand identity and profile, build on existing audience engagement and actively strive towards cultural shifts in line with the festival's values and ethos.



Externally, as the voice of Boomtown, you will be responsible for developing the brand, image and ethos, all external communications, reputation management and stakeholder and media relations across all channels. You will also work with the Senior Leadership Team as the comms lead on any potential crisis and issues.

Reporting to the Senior Leadership Team and ultimately the Creative Director, you will work alongside all Heads of Departments and will be required to lead, inspire and nurture a fantastic core comms team of 5, with an extended team of 10, which grows to approximately 40 over show.

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## Overview

<b>REPORTS TO:</b>	Creative Director
<b>START DATE:</b>	ASAP
<b>MANAGES:</b>	Core comms team x 5 (inc remote Local Liaison Officer) In-house design & videographer and editing team x 2 Onsite - oversees team of 40+
<b>CONTRACT:</b>	Permanent PAYE role: Part-time 4 days per week Onsite x 20 days July/August
<b>SALARY:</b>	negotiable
<b>HOLIDAY:</b>	20 days plus Bank Holidays + Birthday (Holidays will be pro-rata'd to align with part-time nature of the role)

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## Responsibilities

### MARKETING STRATEGY & IMPLEMENTATION:

- To establish and drive a multi-channel communications strategy
- Working closely with the Finance Manager and Creative Producer you will manage and report on the marketing budget to maximise spend to ensure value for money.
- To ensure quality, accuracy and consistency of all internal and external communications.
- To lead and support the Communications team in their duties, including: writing, designing and issuing e-newsletters and promotional emails, content creation and social media strategy, website maintenance and updates, PR, Advertising, customer service support, GDPR compliance for customer data, audience development, analysis of website traffic and social media engagement to understand audience trends, and local engagement.
- Where relevant, you will serve as the external media spokesperson for Boomtown, alongside the relevant member of the Senior Leadership team or Head of Departments



- To identify and project manage specific external feature opportunities for more in-depth media exposure to the inner workings of Boomtown, especially if it reflects part of the ethos and values
- Oversee the customer service element of the comms team remit, including working closely with the operations team, ticketing agent and site team.
- Oversee the creation of brand assets and content generation with the senior designer a production team
- You will work alongside the Creative Director and Digital Communications Manager to coordinate promotional videos and other recorded content as needed for individual projects.
- You will work with the story team to develop an accessible and on message story and promotional campaign
- You will oversee the project management of the production of Festival Programme / App provision including writing, editing and design
- You will lead and line manage the comms team to help maximise their potential and personal growth within the team, ensuring it is properly resourced at all times.
- You will work with the Senior Management Team and Heads of Departments to relay messaging to employees and employee engagement with Boomtown's visions and values

#### **LOCAL ENGAGEMENT SURVEY:**

- **Community Liaison Officer:** Working very closely with the Community Liaison Officer you will have ownership of the existing Local Engagement Strategy to ensure Boomtown is positively represented at a local residential and political level. You will build on current, vital networks and relationships including local councillors, MPs and parish councils, local authorities, local residents, businesses, and charities.
- **Planning & Licensing:** Working collaboratively across varying internal departments, you will provide key strategic support for planning applications when necessary, delivering an effective campaign that ensures the local community are well informed, listened to and part of the conversation regarding future planning and licensing applications.
- **Outreach:** Work alongside the Outreach Team to engage new audiences and expand networks and help with funding applications.

#### **EXTERNAL PARTNERSHIPS:**

- **Wider Industry:** You will ensure that Boomtown is a key player in the wider industry and create opportunities for our voice to be heard and part of the conversation; representing the festival through networking, memberships, associations and representative bodies where relevant.



- **Brand Partnerships:** Work with the commercial director to ensure all partnerships, brands and sponsors are aligned with the core values of the company, managing the comms relationships as appropriate.
- **Charity:** With the Senior Leadership Team you will oversee the festival charity partnership strategy, working closely with all department heads to ensure consistency, and essential comms
- **Business Partners:** When required, work with the Senior Leadership Team helping to write and research for any wider business-related documents, such as funding applications, business plans, providing evidence to industry associations or government bodies.

#### **ONSITE ROLES AND RESPONSIBILITIES:**

- Manage and support the communications team to ensure the smooth running of all media requirements throughout the show. Co-manage media partner's activity (if required).
- Attend ELT (Event Liaison Team) meetings and ensure the communications team are well resourced, informed and up-to-date with any changes that may have occurred.
- Work closely with the Event Control teams throughout the event to be available for advice and support for all teams if an incident should occur, or negative feedback is received on the ground and be reactive in resolution finding
- Oversee the Community Liaison Officer and ensure that they are supported in all their duties pre, during and post-show.
- Work closely with the Head of Operations to oversee the Live Communications team with proactive and reactive event safety messaging.
- Work with Winchester City Council and Hampshire Police press and communication officers prior, during and after the event.

#### **CRISIS MANAGEMENT:**

If an incident should occur which escalates into a crisis, the Head of Communications works under the Strategy Team overseeing the communications response and crisis management, whilst also assisting with any operational response required. You will utilise the Strategy Team's existing Crisis Comms Plan and together with the wider senior team adapt it as appropriate depending on the situation.

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### **Key Skills and Experience**

- Experience working under pressure in a live event situation
- Minimum of 5-7 years experience working in a comms role with at least 1 year at this senior level.
- Solid experience developing and delivering integrated marketing campaigns
- Strong leadership track record and exceptional people skills



- Excellent verbal communication and presentation skills with proven experience and confidence to serve as the media spokesperson and proven experience of media relations
- Impeccable copywriting and copy editing abilities across all channels and an understanding of design
- Strong organisational skills with the ability to prioritize multiple projects and manage multiple stakeholders and collaborate effectively with colleagues across departments and on all levels.
- An ability to thrive in a fast paced, dynamic environment.
- Highly motivated self-starter with demonstrated ability to identify opportunities, embrace innovative approaches and lead the team to pursue them in a fast-paced, dynamic environment
- Experience in managing external agencies
- Excellent networking and relationship-building skills and the ability to interact with confidence with various levels and functions
- Working knowledge of content management systems and social media platforms and social media marketing
- Familiar with using Google docs, Google forms, Dropbox, word, excel as well as CMS, Media Monitoring analytics, google analytics, mass mailing systems
- Bachelor's degree in communications, marketing or a related discipline or the equivalent combination of education, training and experience that provides the required knowledge, skills, and abilities

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### **Why work for Boomtownfair:**

- A cutting-edge event that is viewed globally as a leader in its field
- Opportunity to be a lead part of something that is genuinely trying to make a difference in the world
- A flexible work environment that develops its people, empowers and encourages teams to use initiative and act responsibly
- Be part of a team of enthusiastic, like-minded people who deliver a unique, interactive and otherworldly weekend for 10's of thousands of people every year

### **VALUES:**

- **Respect;** yourself, each other, the planet
- **Integrity;** do what you say you will, and to the best of your ability

### **OTHER BENEFITS:**



- Wonderful co-workers/ and an autonomous work culture
- Fun, spacious, creative offices near the centre of Bristol city
- On-site restaurant and other great food options nearby
- Environmentally conscious team, always looking for new/better ways to lower our carbon footprint and make a positive impact in the world
- Family and friends tickets to events and venue
- Ride to work scheme
- Opportunity to manage your own work, working remotely from home as needed or desired

**POST DETAILS:**

This role is a critical member of the senior management team within Boomtown. As such, the person holding this position is responsible for setting an example to the wider business in their attitudes to work, living our values and behaving in a manner befitting of a leader.

The role is head office based (Bristol), 32 hours per week over 4 days, however, as with all positions within Boomtown, the role is required to live and work on site at the festival in Winchester in July / Aug where longer working hours are required and duties outside of the Head of Communications role will be expected to be performed.

**The Guardian - 150 Characters:**

Boomtown needs a Head of Communications with a passion for live events, to lead, develop and execute a multichannel, integrated marketing strategy.