



## SET CENTRE CIO: Candidate Pack

### Job Title: Communications Manager

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#### Overview

SET is looking for a Communications Manager to run our PR, Website and social media. SET is seeking a candidate with excellent written communication, administrative, and public relations skills.

SET is a registered charity and non-profit which runs arts centres across London, being well known for our community-building, experimental arts programme, and being one of the most affordable workspace providers in London. SET's team is now 25 strong and turns over about £1m per annum.

SET operates across 8 London centres and runs an experimental arts programme in 5 project spaces, a music and performance centre known as the SET Vault, an arts and social club called SET Social, in addition to providing 1000 artist workspaces. We also host multiple workshops, rehearsals rooms, photo studios alongside numerous pop-up projects that exist under the umbrella of SET. Our programme covers education, activism, music, arts, literature, lectures, screenings, exhibitions, performances, nightlife, and much, much more.

The aim of the role is to create a clearer, comprehensive, and more visible public & online profile, identifying & communicating a cohesive message of what SET is through our online platforms, whilst allowing each aspect of SET to maintain its own identity. We aim to have SET featured in press, which will lead to further property acquisition.

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#### Job Description

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**Salary**                      £35,000 – £39,000 pro rata

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<b>Hours</b>	24 hours per week, 10:00-18:00 or 3 days per week (with a one hour paid lunch). Expectation to attend 4 or more SET events per month outside of working hours.
<b>Term</b>	6 months rolling
<b>Probation</b>	3-month probation terminable on 5 days' notice
<b>Reports to</b>	Directors of SET
<b>Benefits</b>	PAYE, Holiday Entitlement (as well as Christmas period and bank holidays), Pension Scheme (you can opt out if you wish to).
<b>Location</b>	Work from home, SET Woolwich or SET Social, in Peckham. However, each site is currently temporary, and SET operates across multiple sites. Expected to visit SET centres for at centres meetings, as well as events.
<b>Additional</b>	Quarterly meetings to discuss ongoing progress, address issues and reevaluate objectives.

## Role Overview

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As the **Communications Manager**, you will be responsible for the smooth running of our website; developing, updating the web content & social media pages, as well a mail out and physical print programme, posters & flyers.

Working with a team of 25 and reporting to the Directors, you will take a leading role in the delivery of proactive media relations; creating public relations and content management strategies to enhance the charities visibility and online presence, as well as managing our relationship with press.

This role requires an individual with excellent communication skills; a strategic thinker who can see the bigger picture and understand SET in its entirety; the ability to manage multiple projects effectively, whilst having a strong attention to detail, diligently managing the day-to-day operations of SET's online presence; as well as an excellent understanding of digital marketing.

### Core Responsibilities:

- **Web Management:**
  - Oversee the front-end development and maintenance of the charity's website.
  - Work with back-end developer to ensure a functional site.
  - Ensure the website content is up-to-date, accurate, and aligned with brand guidelines, for each aspect of SET.
  - Implement SEO strategies to improve website visibility and search engine rankings.
  - Manage social media channels and create engaging content to enhance online presence.

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- Ensure online presence is comprehensive and clear
- Ensuring programme is listed and featured on public databases: RA, Arts Licks, Art Rabbit, and news sources such as Time Out.
- **Content Creation:**
  - Create compelling content for various platforms, including website, social media, newsletter, and press materials.
  - Collaborate with internal teams: curatorial, studio, archive, and venue management to gather information and insights for content creation.
  - Work collaboratively with archives to document our work.
  - Ensure consistent messaging and brand representation across all communication channels.
- **Communication & Coordination:**
  - Coordinating PR /content creation with the various SET Teams & Programmes, including Curatorial, Events and Venue Management, Archives, New Property Acquisition for example.
  - Communicate updates to the Head of Department / Directors & relevant teams' members on projects

## **Secondary Responsibilities**

- **Public Relations:**
  - Develop and execute strategic PR campaigns to promote and drive ticket, drink & studio sales as well as showcasing initiatives, projects, programming, and achievements.
  - Draft press releases, media kits, and other communication materials.
  - Monitor and analyse media coverage and PR metrics to measure the effectiveness of campaigns.
  - Develop PR campaigns to approach property owners.
  - Build and maintain strong relationships with media outlets, journalists.

## **Qualifications & Expertise:**

- Proven experience in public relations, web management, and digital marketing.
- Strong writing, editing, and communication skills.
- Familiarity with SEO best practices and web analytics tools
- Ability to work independently and collaborate effectively with cross-functional teams.
- Proven experience with social media management and content creation.

## **Application Process**

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To apply, please send to [work@setspace.uk](mailto:work@setspace.uk):

1. a letter expressing your interest in the position and why you would like to be the PR & Web Manager, at SET specifically (no more than one page of A4)

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2. Your CV with two referees (no more than two pages of A4)

**Closing date for applications is March 31 st.**

## Selection Process

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Short-listed candidates will be interviewed on the afternoon of the **17<sup>th</sup> of April 2024**. The candidate will be asked to complete a writing exercise before the interview.

If needed, candidates selected for a second stage will be invited to a second interview at a date to be determined, within the following week.

SET Centre CIO (registered charity no 1170903) is an equal opportunities employer and encourages applications from underrepresented groups.

## Access

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If you need to submit an application a different format, or if you require SET to make any other reasonable adjustments, please contact us on [work@setspace.uk](mailto:work@setspace.uk).

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**SET Centre CIO** is a registered charity, trading as SET.

**Charity Number:** 1170903

**Registered Offices:** SET Woolwich, Beresford Street, London, SE18 6BU

[www.setspace.uk](http://www.setspace.uk)

[www.instagram.com/setsetsetsetsetset/](https://www.instagram.com/setsetsetsetsetset/)

[www.facebook.com/setsetsetsetsetset/](https://www.facebook.com/setsetsetsetsetset/)

[https://twitter.com/set\\_set\\_set\\_set](https://twitter.com/set_set_set_set)

<https://www.linkedin.com/company/setsetsetsetsetset/>

## Organisation Overview

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Founded in 2016, SET is a multifaceted arts and community organisation and registered charity. SET currently has 8 centres across London. In 7 we house affordable artists workspace: Woolwich, Kensington, Ealing, Lewisham Retail Park, Lewisham High Street, North Greenwich and Tower Gateway. In seven of these centres, Woolwich, Kensington, Ealing, Lewisham Retail Park, Lewisham High Street, Tower Gateway and Peckham, we have project spaces, which are home to our arts programme. Our aim, as an organisation, is the advancement of the arts as a public benefit.

We do this through creating arts communities, where those who hold studios become Associate Members of SET and help to develop our arts programme, especially through our Members' Programme. Members pay workspace fees for their workspaces – a price which includes studio rent, internet, utilities, access to project space and so forth. Our aim is to be as inclusive as possible with a focus on the community local to each SET Centre. Therefore, we offer some of the most affordable studios in London and at all sites we aim for a minimum of 50% of our membership to either live or work in the local

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borough. SET's studios are currently home to around 1,000 artists, and we have a former membership of over 1,000. SET's membership is made up artists working in a variety of practices and disciplines from text, performance and installation to music, sound, print, textiles and more.

Our arts programme is divided into: SET Projects & our Members Programme. The programme includes: performances, exhibitions, live music, talks, workshops and screenings, and seeks to provide a platform for new and collaborative projects. With an inclusive ethos always, SET is a community which aims to bridge gaps between disciplines and demographics, creating a platform for collaboration and multidisciplinary experimentation.

Each SET Centre is housed in otherwise vacant property, some temporary and some long term. SET brings disused space back into positive use in the interim period.

## **SET's Goals**

**To create communities of artists at SET centres making and presenting work:** this means curating an exciting, high-quality and collaborative arts programme, as well as providing good quality, genuinely affordable artists workspace, supporting our Associate Membership to grow.

**To expand our meanwhile use provision and to create permanent centres:** SET's aim is to continue to provide meanwhile use workspace because it is the best way to provide genuinely affordable workspace now for artists in London. SET also wishes to secure its and artists in London's future in the capital by purchasing freeholds or leaseholds.

**To make our programme as brilliant as it can be:** SET's programme is very broad and focuses on the Members' Programme, our own curated visual programme, an innovative music programme, a broad cross-disciplinary programme which focuses on literature and community-oriented events and creating social space for people to meet.

**To be a place for communities to gather:** SET centres are arts centres but through various initiatives, we also endeavour to make the centres places for all parts of the community to meet, be this through workshops, offering space to community groups, having over 50% of our Associate Membership at each site be local residents or running our recent food bank.

**Being a voice for the arts:** We wish to continue to engage with other organisations to make SET's voice heard and to advocate on behalf of our communities. Working with LAASN and other organisations to represent the interests of our 1,000+ Associate Members.

SET's team currently consists of: 3 founder-Directors; a Director of Studios; a Curator & Programme Co-Ordinator; an Infrastructure Manager; four Assistant Studios Managers (one of whom manages member's accounts). SET also works with a Buildings Team, an Events Manager and bar team, PR project management, external accountants and HR. SET also has a Board of Trustees (Trustees volunteer for the charity): Robert McLaren (Chair), Amy Brennan, Dr Alex Thomas and Dr Alexandra Bickley Trott

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