

Communications Manager

Job Description & Person Specification

March 2026

Word Up North is a Yorkshire-based literature development organisation with a mission to raise up voices, stories and writers in the north of England. Our work fosters a love of reading, writing and creativity within individuals and communities, and uses the power of the written and spoken word to create positive change. We are proud to be a registered charity and an Arts Council England National Portfolio Organisation.

We deliver activity across four key areas: Children & Young People; New Writing & Talent Development; Creative Communities; and Live & Online Literature Events.

Type of contract:

Part Time, 0.8 FTE.

Salary:

£30,000 per annum pro rata.

Holidays:

14.5 days per year plus public holidays.

Responsible to:

Director; Partnerships & Operations
Director

Hours of work:

28 hours per week excluding lunch breaks. Normal days and hours of work to be agreed between line managers and successful candidate. The post holder will be expected to be flexible. There may be a requirement to work days/hours that vary in accordance with operational requirements.

Responsible for:

Digital Communications Intern
(short term placement)

Purpose of the Role

We are seeking a creative and knowledgeable individual with a strong background in marketing/communications and audience development to join our team. This role will engage with new and existing audiences, raise the profile of Word Up North's activities – including the widely renowned Ilkley Literature Festival – catching the attention of stakeholders and funders. This position will support income generation through box office, memberships, donations and advertising.

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The Communications Manager (CM) will research, devise, and deliver marketing, communications and audience development plans for the organisation and its activities. They will be responsible for planning and executing engaging, creative campaigns that achieve organisational targets for income generation, audience reach, press coverage and stakeholder satisfaction.

The role is being offered on two-year fixed-term basis initially (until 31 March 2028), with an option for the contract to be extended if organisational goals are achieved.

Tasks & Responsibilities

These will include, but not be limited to:

Communications & Marketing

- Develop and deliver plans and campaign schedules for Word Up North's activity areas, set targets, monitor effectiveness and measure ROIs.
- Work with the senior management team and other colleagues to ensure use of brand identities and artwork design briefs are consistent across the organisation.
- Manage the production and distribution of marketing materials – from creating initial design briefs, to managing suppliers, and monitoring effectiveness.
- Lead on copywriting for print & digital communications, including marketing materials and press releases.
- Plan, coordinate and be responsible for the delivery of Word Up North's digital and media strategy across all platforms, including managing temporary staff/ interns where relevant.
- Manage and monitor devolved marketing budgets as requested.
- Act as a spokesperson for the organisation and undertake media interviews as may be required.
- Co-ordinate event photography and filming as required, identifying opportunities to capture content and preparing schedules for photographers
- Support income generation through programme adverts and help deliver sponsorship benefits across print & digital
- Responsible for in venue branding at events, including screen content
- Keep up to date with developments in the communications sector, including digital practices and technological innovations relevant to the creative and cultural industries.

Understanding Audiences and Utilising Data

- Utilise Word Up North's CRM system to plan and monitor effective campaigns based on intelligent use of customer data and insight.
- Understand Word Up North's existing and desired audiences and develop data-driven plans to meet targets for inclusivity and income generation.
- Alongside the Senior Management Team, fulfil reporting requirements on audience data for funders, including Arts Council England and Bradford MDC.

Content Creation, Capture and Distribution

- Increase our digital audience reach by creating compelling content across a range of media (including video, audio and graphic design) which successfully engages existing and new audiences.
- Manage online content ensuring websites and other platforms are up-to-date, accessible and consistent in tone.
- Actively seek out and recommend innovative ways of presenting content to audiences, keeping up to date with trends and software.

Box Office & Sales

- Support Box Office by providing promotional copy and images for event set up and proofreading event listing information to ensure accuracy and consistency.
- Support the Box Office function by taking ticket bookings via phone and post during peak times using Box Office CRM system.
- Work closely with Box Office staff to monitor sales and identify events requiring additional marketing support.
- Maintain Word Up North's high standards for providing excellent customer service for all box office and general enquiries.

IT and Systems

- Maintain a good working knowledge of all Word Up North's IT systems and software packages as required to carry out the role.
- Support the senior management team in identifying and monitoring Word Up North's hardware and software needs, in line with the role.

Office Management

- With colleagues, share responsibility for monitoring shared mailboxes and dealing with enquiries as appropriate.
- Support Word Up North's internal communications as required, including scheduling meetings and taking notes.

General

- Actively engage with Word Up North's vision, mission, values and policies, including diversity, equality and inclusion, health & safety, data protection, safeguarding and evaluation and monitoring.
- Assist on occasion with event management, including some evening and weekend working, particularly during Ilkley Literature festival and other key activity periods.
- Occasional manual handling of office and event equipment
- Any other duties that are commensurate with the post.

Person specification

Essential skills and experience

- Min 2 years' experience in a similar communications role, ideally in an arts setting.
- Excellent communication skills, written and verbal, including good grammar.
- Strong creative, copywriting and editorial skills, with a proven ability to create and adapt content and copy to fit a target audience.
- Outstanding attention to detail.
- Excellent IT proficiency with knowledge of Microsoft Office, Email Marketing Platforms, WordPress and Ticketing CRM systems.
- Proficient in use of graphic design software (e.g. Canva, Adobe Create Cloud) to create digital marketing content, presentations, print material and other visual content.
- Knowledge and understanding of social media platforms and how to effectively engage target audiences.
- Experience using digital content scheduling software and analysing engagement statistics to improve digital content performance.
- Understanding of basic budget management principles.

Essential personal qualities

- Confident, organised self-starter.
- Able to prioritise and plan own work, multi-task and work to meet strict deadlines.
- Happy to both contribute to team decision making and use own initiative when required.
- Able to adapt to rapidly changing priorities and sustain a high level of energy and concentration.
- Enjoys and thrives working within a small team.

- Driven, flexible and reliable, with a positive, proactive attitude and a passion for self-development.
- A commitment to Word Up North's vision, mission and values.

Desirable skills, experience and personal qualities

- Experience of using audio and video editing software (Adobe Premiere Pro, After Effects or similar) to create online content.
- Social media savvy and aware of key trends.
- Keen interest in literature, arts and cultural events.
- Driving licence and access to a vehicle.

Location

The Word Up North office is in Ilkley, West Yorkshire. There are trains and buses that regularly run to and from Leeds and Bradford.

We operate a flexible approach to working location, based on the needs of the role at certain times of the year. However, we anticipate this role will spend at least two days a week in the office and more at busy times in the lead up to certain events and activities.

To Apply & Interviews

Please complete the application form: [Communications Manager – March 2026](#)

The deadline for applications is **23:59hrs Sunday 19 April 2026**.

Interviews will be held on **Tuesday 28 April 2026**. These will be conducted in person at the Word Up North office (38 The Grove, Ilkley, LS29 9EE). You will also be asked to complete two short, timed tasks.

If you have any questions or queries about this role, or the application form, please contact us via recruitment@wordupnorth.org.uk

Use of AI in applying for this role

This job requires the ability to write creatively for an organisation that champions and supports writers and authentic human creativity. While we understand that some people find AI helpful to research, structure ideas or check spelling/grammar, please do not use AI software in the direct writing of your application. Where use of AI software is detected, this may prejudice your application.

Diversity, Equality & Inclusion

We are committed to developing and retaining a workforce that is representative of the diverse communities that we serve. We're striving to build an inclusive workplace culture where all employees feel valued, and our rich diversity is celebrated by everyone. We encourage people from all sections of our community to apply for jobs with us.