



Dear Applicant,

Head of Communications

Thank you for your interest in the above position at DACCS.

We are delighted to enclose a DACCS job application pack. This contains the following:

- Job description
- Person specification
- Equal opportunities monitoring form
- Information about working for DACCS
- DACCS organisational diagram

Please visit our website, dacs.org.uk for further information about DACCS.

Please read all this information carefully before sending your CV, Covering Letter and Equal opportunities monitoring form to: **recruitment@dacs.org.uk**. We are happy to accept applications in large print and audio tape formats.

The deadline for completed application forms is 5pm on 15 March 2018. Please note that we cannot consider applications received after the deadline. We are happy to receive completed applications by email or post by the deadline.

We will be inviting shortlisted applicants to attend an interview in the week starting 19th March 2018. We will contact you and let you know if you have been shortlisted for interview.

We look forward to receiving your application.

Yours faithfully,

Maria Mann
HR Manager
DACCS

Job Description

Team:	Communications
Job title:	Head of Communications
Reports to:	Business Development Director
Line Manager Responsibilities:	Communications Manager x 2
Salary:	to £45,000 per annum, depending on qualifications and experience

Context:

The Communications Department is responsible for driving interest in and awareness of DACS as the global leader in visual rights management among its key external audiences including artists, artists' estates, the arts industry, politicians and the copyright community. The team leads on stakeholder relationships, public affairs, media relations, offline and online marketing communications, brand management, external events and internal communications. A key objective is to continue to develop the rising profile of the organisation with new and emerging artists and to promote DACS' to a wider constituency of artists and artists' estates.

Key Purpose of the Role:

To be a strategic, credible and entrepreneurial member of the Senior Management team with specific responsibility for shaping and directing DACS' strategic communications and marketing activity to engage with new and existing audiences, build DACS' external profile and networks, and manage DACS' public affairs activity by promoting the interests of artists and artists' estates to Government.

Responsibilities:

1. Lead on the strategy for all external communications, ensuring that DACS' profile is continually enhanced as a leader in its field amongst artists and the artistic community.
2. Direct DACS' marketing and PR activities - ensuring that DACS' communications are clear, consistent and coherent across the organisation and executed to the highest professional standards.
3. Be responsible for planning and delivering the public events programme aiming to maximise DACS' profile, establish partnerships and enhance DACS' reputation across relevant communities.
4. Manage DACS' brand strategy ensuring that DACS' brand and brand values are respected and embedded throughout the organisation.
5. Be responsible for DACS' lobbying and public affairs activities and working with the Leadership Team to ensure that DACS responds and contributes effectively to national and international consultations and research activities in the interests of the artists we represent. Represent DACS nationally and internationally as required.
6. Lead on developing relations with press and media and approving all media communications. Monitor and report on all media and communications coverage relating to DACS and DACS-related initiatives to ensure the organisation, its staff and members are well-represented externally.

7. Lead on DACS' internal communications strategy, ensuring that DACS' team is fully engaged with the organisation, its values and priorities.
8. Advise and support the communications around Art360Foundation and its projects and initiatives.
9. Manage the DACS stakeholder plan and ensure that DACS' stakeholders are fully engaged and their concerns and issues are addressed in a timely and effective way.
10. Have an overview of and overall responsibility for the Communications' team budget.
11. Advise the Chief Executive and Board of Directors by producing reports, briefing documents and advice as required and by taking the overall responsibility for coordinating DACS' Communications Committee.
12. Participate in the management and governance of DACS and its ongoing growth by working collaboratively with the Board of Directors and management colleagues providing expertise, contributing to decision making, engaging in strategic activity, showing initiative and being accountable.
13. Inspire, motivate and direct the Communications team by leading by example, celebrating success, encouraging learning from mistakes, upholding DACS values and demonstrating a commitment to the aims of the organisation.
14. Provide regular support and supervision, conducting annual appraisals and addressing any grievance/disciplinary issues which arise in a timely and professional manner.
15. Keep abreast of developments in the contemporary art world and the copyright community in order to maximise opportunities on behalf of DACS and the artists we represent.
16. Support a culture of cross-organisational working to maximise operational benefits and ensure knowledge is shared. Contribute to the overall objectives of DACS.
17. Demonstrate a commitment to the ethos and values of DACS and act as an ambassador for DACS in the art-world and related industries.
18. Demonstrate an understanding of, and a commitment to, equal opportunities and diversity.
19. Any other duties that are commensurate with the role.

Person Specification – Head of Communications

Essential:

1. Senior level experience in developing and implementing communications strategy
2. A creative and strategic thinker
3. A track record of successfully engaging and influencing stakeholders and achieving positive outcomes
4. Demonstrable experience of delivering high quality written communications and PR strategies across multiple channels
5. The ability to manage relationships across a diverse range of multiple stakeholders. The ability to work under pressure and to deadlines
6. Drive, motivation and enthusiasm for collaborative working in a non-profit organisation
7. Solid people and project management skills

DACS

Desirable:

1. An interest in and knowledge of the visual arts
2. A good understanding of the political sector and the MPs, peers and public policymakers connected to the arts and creative industries
3. A thorough understanding of how to use social media for maximum impact

Equality and Diversity Monitoring Form

This form will be removed from the information given to the recruitment short listing and interview panel. It will be used for statistical purposes only within DACS. It is your choice whether you chose to fill this form in.

Age:

What is your ethnic group?

Choose ONE section from A to E, then the appropriate box to indicate your ethnic group.

A White

- Any White background

B Mixed

- White and Black Caribbean
 White and Black African
 White and Asian
 Any other Mixed background (*please write in*) _____

C Asian or Asian British

- Indian
 Pakistani
 Bangladeshi
 Any other Asian background (*please write in*) _____

D Black or Black British

- Caribbean
 African
 Any other Black background (*please write in*) _____

E Chinese or other ethnic group

- Chinese
 Any other (*please write in*) _____

About DACS

Established by artists for artists, DACS is a not-for-profit visual artists' rights management organisation. Founded over 30 years ago, DACS is the UK's leading artists' rights organisation which represents over 100,000 artists worldwide. Since it was established in 1984, DACS has distributed over £100m in royalties to visual artists and estates. We are passionate about transforming the financial landscape for visual artists through innovative new products and services, and act as a trusted broker for visual artists and estates in Britain and abroad. DACS collects and distributes royalties to visual artists and their estates and is actively engaged in research with partners in the UK and abroad to develop innovative services and products which can benefit visual artists and estates. DACS plays a pivotal role in providing the financial means for artists and estates to sustain themselves and contribute to culture and society.

Artist's Resale Right

The Artist's Resale Right entitles artists and estates to a share of the sale price each time their work is resold via an auction house, art dealer or gallery for over €1,000. As of 1 January 2012, the Right was extended in the UK to cover sales of work by deceased artists still in copyright, which means that artists' heirs are eligible for royalties for 70 years after the artist's death. We collect and distribute royalties to eligible artists and estates for sales taking place in the UK through our extensive network of sister organisations in other countries.

Payback

Payback is an annual royalty scheme run by DACS to distribute the money owed to visual artists from all types of published artwork, from fine art and photography to design and illustration. The royalties derive from collective licences, which allow 'secondary reproductions' of artwork i.e. photocopies from books or magazines. DACS receives a share of this revenue, which we pay to visual artists, estates and their representatives each year.

Copyright Licensing

For over 30 years we have been a trusted broker for artists and estates, simplifying the licencing process on behalf of our members. DACS manages requests to reproduce members works, dealing with everything from the price charged to the rights that should and shouldn't be granted. Requests come from a diverse range of customers including museums and galleries, publishers, auction houses, advertising agencies, production companies and games developers.

Artimage

As part of our ambition to provide a portfolio of new and innovative services, benefitting both artists and licensing customers, DACS has developed Artimage – a digital image resource that showcases and licenses exceptional works of modern and contemporary art. Artimage provides a streamlined process for all publishing, merchandising and advertising needs.

Over the next three years, DACS will be rolling out many exciting new initiatives which aim to make a significant difference to British artists and estates at every stage in their development.

Visit dacs.org.uk and artimage.org.uk for further information.

Employee Benefits

DACS is committed to following best practice in respect of our responsibilities as an employer. Although DACS is a not-for-profit organisation with limited resources, we take pride in our innovative approach to employee benefits and consult employees wherever possible about their preferences.

The following information is provided in respect of full time equivalent employees. Pro-rata entitlements apply for part-time employees.

Working hours

Full-time posts have a weekly contractual requirement of 35 hours (not including lunch hours). DACS operates a Flexible Working Policy. All employees are required to work during the core hours of 10.00am – 4.00pm including one (unpaid) hour for lunch. The remaining hours can be worked flexibly around the core hours, subject to policy guidelines.

Salary review

Staff become eligible to be considered for a salary review twice a year. Currently salaries are reviewed in January and in June.

Paid holidays

30 days per year (including statutory holidays), this is pro-rated for part-time roles. This increases to 35 days per year (including statutory holidays), pro-rated for part-time roles, after three years' continuous service. In addition, DACS currently closes the office for 3 days between Christmas and New Year.

Development and training

DACS is committed to providing training to assist staff so that they can develop personally and professionally. Staff development is one of DACS key operational priorities.

Pension scheme

DACS operates a Group Personal Pension Scheme, which all employees are eligible to join after three months' service. Provided the employee contributes at least 3% of their salary, DACS will match the employee's contribution to the scheme. The contribution made by DACS increases to 7.5% after two years' membership of the scheme if the employee contributes a minimum of 5%.

Group life assurance

Currently we operate a Group Life Assurance scheme, otherwise known as a death in service benefit. If an employee dies while employed by DACS, the Trustees of the DACS Group Life Assurance Scheme receive a sum of three times the employee's annual salary. Employees indicate via a nomination form how they would like the Trustees to distribute this sum. This benefit is available to all staff when they join DACS.

Season ticket loan

Where an employee uses public transport to travel to work, DACS operates a season ticket loan scheme. DACS will pay for the cost of a periodic (e.g. quarterly or annual) season ticket, repayable in instalments by the employee without interest. Repayments are made by automatic deduction from salary, and the full loan must be repaid before the expiry date of the season ticket. This benefit is available upon successful completion of the 6 month probationary period.

Stress management

We are committed to helping our employees to recognise and reduce stress. We currently offer all employees a professional massage which takes place in the office once a month and provide fresh fruit on a weekly basis.

