

# POETRY SCHOOL

**Marketing and Communications  
Manager**

(Maternity Cover)

# INTRODUCTION

Thank you for your interest in The Poetry School and the Marketing and Communications Manager (Maternity Cover) role. This is an opportunity to work within our small, dedicated team to deliver our vital work.

The Marketing and Communications Manager (Maternity Cover) will be a dynamic, vibrant ambassador for The Poetry School's artistic and educational vision and mission, ensuring we continue to enable and inspire audiences to create and experience poetry.

The Marketing and Communications Manager has responsibility for the brand identity and tone of voice of the organisation. They will be adept at writing clear, vibrant copy that endorses our values and promotes our work, as well as having a keen eye for data collation and analysis. The Marketing and Communications Manager also plays a key role in the coordination of the Laurel Prize, an annual award for the best book of ecopoetry in association with Poet Laureate Simon Armitage.

We are looking for someone to take on the Marketing and Communications role for a 12-month period as maternity cover for the current Marketing Manager, Jasmine Ward.

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## About The Poetry School

Founded in 1997 by a diverse group of 3 renowned women poets – Mimi Khalvati, Pascale Petit, and Jane Duran - The Poetry School exists to ‘make poetry happen’. Over the last 28 years it has become the centre for poetry education in the UK nurturing much of the best talent in the country whilst providing an inclusive and accessible environment for in-person and online training to learn the craft and art of poetry. With a mission to enable and inspire audiences to create and experience poetry, the organisation provides inspiring tuition and opportunities for poets and poetry audiences across the UK and internationally.



The Poetry School has the unique ability to reach and support poets at all stages in their development across the world as well as offering poetry audiences the opportunity to engage with the artform. Over the years the School’s mission has been refined to reflect the organisation’s growing reach and a commitment to diversity is at the heart of the organisation’s work with a particular focus on breaking down all barriers to access for those wishing to engage with poetry.

The Poetry School’s current main office is 1 City Square, Leeds, while the MA accredited by Newcastle University is taught in-person at Somerset House in London. The School also has hubs across the country with in-person courses taking place from Exeter to Manchester, Sheffield, Leeds, Birmingham and many more. Online courses run throughout the year with engagement from participants across the UK and the world.

The School and courses operate on an academic year, but the organisation engages with poetry audiences across the year through the Laurel Prize and festivals such as Verve Festival in Birmingham, where the School contributes to the programming.

The organisation is a proud member of Arts Council England’s National Portfolio, currently until 31 March 2028.

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## **Main Purpose of the Role**

The core purpose of the role of the Marketing and Communication Manager (Maternity Cover) is to lead the delivery of our brand and communications across all digital channels and in line with our Communications Strategy. They will act as ambassador for The Poetry School and its mission and will have imaginative approaches to ways in which we can grow our audience base, particularly in the North of England where there is a strategic priority to grow impact. They will be adept at writing clear, vibrant copy that endorses our values and promotes our work, as well as having a keen eye for data collation and analysis. The Marketing and Communications Manager also plays a key role in the coordination of the Laurel Prize, an annual award for the best book of ecopoetry in association with Poet Laureate Simon Armitage.

The Marketing and Communications Manager (Maternity Cover) postholder will report to the Joint CEOs and will work closely with the MA Manager, Head of Programmes and Programmes Website Administrator.

## **MAIN DUTIES OF THE ROLE**

### **Leading the delivery of our brand and communications across all digital channels.**

- Create and deliver content across our social media channels that engages our audiences so we can achieve our objectives.
- Champion our tutors and their activities, involving tutors in content creation and digital campaigns.
- Work with Leadership Team to develop and deliver organic and paid digital marketing campaigns and activities.
- Ensure our website is regularly updated with relevant and timely content.
- Manage our regular email newsletters, compile content, schedule contributors and build email campaigns.

### **Support development and delivery of communications strategy**

- Support the Leadership Team to deliver the communications strategy.
- Ensure digital communications activity is well planned, with clear objectives and metrics, in line with our communications strategy.
- Develop channel strategies to grow audiences and increase engagement.
- Establish clear ways of working and guidelines, where appropriate, and ensure best practice is followed by staff and contributors.

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## **Managing and monitoring our digital channels**

- Monitor our social media channels, identifying opportunities and risks. Where appropriate, escalate risks to Leadership Team and agree mitigation.
- Regularly respond to comments and posts on our social media channels.
- Ensure channel analytics are recorded and analysed, and learnings applied.
- Provide data and analysis for quarterly board reports, as well as monthly marketing and communications meetings.
- Monitor search engine performance and look for opportunities to create SEO-friendly content.

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## Who We Are Looking For

We are looking for someone with a proactive and dynamic approach to work who is ready to take on a maternity position and hit the ground running.

You will be someone with experience of developing and delivering social media strategy in a professional context with the ability to write original and compelling content. Strong written communication skills are a must.



Most importantly you will be passionate about the power of poetry to bring about positive impact on people's lives.

## PERSON SPECIFICATION

### *Essential skills and experience:*

- Experience of developing and delivering social media strategy in a professional context.
- Ability to create original, compelling, creative and engaging content.
- Strong written communication. – compelling, clear and grammatically correct.
- Good working knowledge of social media tools such as Hootsuite.
- Experience using software such as Adobe Photoshop and online tools such as Canva.
- Experience in content marketing: create, manage and update web content, experience using Google Analytics 4.
- Experience creating and managing free and paid social media advertising campaigns.
- Experience of email marketing.
- Excellent organisational skills, including the ability to manage time effectively and balance multiple projects.
- Ability to set outcomes, monitor progress and manage risks.
- Ability to use and interpret monitoring and analytics data and apply learning as part of a data informed approach.
- Attention to detail, ensuring a high accuracy of outputs in a fast-paced environment.

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- Enjoy working collaboratively with others, and have the confidence to proactively reach out to and communicate with a diverse range of stakeholders.

### ***Desirable skills and experience:***

- Understanding of the education, wellbeing and or charity sector in the UK.
- Knowledge of CRM systems and the ability to use and integrate an appropriate and new CRM system to meet objectives.
- Experience using software such as Adobe Illustrator and Premiere.
- Experience producing video content for social media.
- Experience in photography and videography.
- Experience in search engine optimisation (SEO), web optimisation and paid search.
- Knowledge of effective use of artificial intelligence whilst maintaining creative integrity.

### **Equity, Diversity, and Inclusion**

The Poetry School is committed to embodying diversity and inclusion at every level of our organisation. We will take positive action around this by guaranteeing an interview to any applicant who self-identifies as having a protected characteristic (as outlined by the Equality Act 2010) and who has the essential skills and experience. If you self-identify as having this background and experience, please state so in your supporting statement as outlined on the next page.

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## Terms and Conditions

<b>Reporting to</b>	Finance and Operations Director & Joint CEO.
<b>Contract</b>	Fixed term, 12 months, Full-time.
<b>Location</b>	At present the team work between home and the co-working space at 1 City Square in Leeds or at Somerset House in central London, where we are members. We would expect this role to work at least 2 days a week from Somerset House or 1 City Square in Leeds. If the candidate chooses 1 City Square as the main office, this role would visit Somerset House at least once a quarter; if the candidate chooses London for the main office, they would visit Leeds at least once a quarter. We are open to a conversation with interested candidates during the interview process about the best way to balance in-person/home working.
<b>Salary</b>	£30,000 per annum full-time equivalent (FTE).
<b>Annual Leave</b>	25 days per annum pro rata plus bank holidays.



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## How to Apply

To apply please send a supporting statement and CV to [director@poetryschool.com](mailto:director@poetryschool.com) with the subject line '**Application – Marketing and Communications Manager**'.

Your statement should outline why you want to work for The Poetry School and how you meet the skills and experience of the role and be no more than two A4 pages.

Please also complete our [Diversity and Inclusion Recruitment Survey online here](#).

We guarantee first round interviews to candidates who self-identify as having a protected characteristic (as outlined by the Equality Act 2010). If you see yourself as someone who meets these criteria, please say so in your supporting statement.

**Closing date for applications: 9am Monday 06 October 2025**

**Interviews**      First round interviews will take place online during the week commencing Monday 13 October 2025.  
Second round interviews will take place during the week commencing Monday 20 October 2025.

You will be asked to complete a task during the first interview and another ahead of the second interview. Please notify us on application if you cannot attend any of these interview dates.



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