



THE INSTITUTE OF CONSERVATION

Job description - Communications & Advocacy Manager

Job title:	Communications & Advocacy Manager
Salary:	c.£34,000 (pro rata)
Contract:	Permanent
Hours:	35 hours per week (part-time/flexible working considered)
Location:	Hybrid (London office and remote)
Annual leave:	25 days per annum (pro rata)

About Icon

Icon, the Institute of Conservation, is a charity and professional membership organisation dedicated to safeguarding cultural heritage and championing the value of conservation.

Icon's vision is to protect, preserve and promote our treasured cultural heritage through cultivating skilled conservation professionals, supporting meaningful collaboration across the cultural heritage sector, and delivering public benefit through engagement and advocacy.

Icon's mission is to represent and support the practice and profession of conservation by promoting the public value of caring for cultural heritage and upholding high standards and ethics in conservation practice.

Icon ensures that the guardians and owners of objects, buildings and collections can access knowledgeable and passionate professionals who will help them safeguard the physical remains of our past for the future.

With a membership of just under 2,500 individuals and organisations, Icon brings together conservators working in all disciplines as well as conservation scientists, educators and many others with an interest in conservation. Icon's membership takes an active part in the running of the organisation and the delivery of services to members. Icon has 24 specialist interest groups each of which runs an active programme of lectures, training and social events for members.

About the role

Icon's Communications & Advocacy Manager will lead on all communications for the organisation, developing and delivering an impactful, integrated strategy to ensure Icon's profile and reach is improved both within the cultural heritage sector and beyond. The role will look after all media activity for the charity, ensuring both proactive and reactive strands reflect the mood of the conservation sector yet show foresight and contribute to the conversation.

The Communications & Advocacy Manager will work closely with Icon's Chief Executive to shape Icon's organisational messaging, deliver dynamic campaigns, and develop thought leadership work to ensure the profession of conservation is adequately represented in the wider cultural heritage sector.

Icon's office is in Farringdon, London, where this role is based. Icon operates a hybrid working policy with staff based in the office two days per week, and the rest may be worked remotely. The post-holder will report to the Chief Executive.

Specific duties:

- Work collaboratively within the wider Icon Team to review, develop and implement a proactive and reactive communications strategy, incorporating all media, digital and external engagement activity, and ensuring effective use of analytics to deliver informative regular reporting.
- Manage Icon's website, providing oversight of content and ensuring it fulfils its role as a lead communication asset for the organisation. Support colleagues and volunteers in producing online content that is compelling and on brand.
- Manage the production of the Icon Newsletter and a range of reports, including the annual Impact Report and sector research reports, ensuring an excellent standard of editorial and design.
- Working closely with colleagues in the wider cultural heritage sector, develop and manage public engagement initiatives including museum partnerships and Icon's contribution to Heritage Open Days.
- Support development and delivery of Icon's Conference, leading on the communications plan and advocacy work required to achieve a successful event. Coordinate Icon's presence at partner and sector events, ensuring a visible presence and effective contribution is achieved.
- Manage the relationship with Icon's contracted publishing company, including oversight of content for the quarterly members' magazine, coordination of advertising and tracking of revenue, and ensuring the sector jobs alerts are effective and engaging.
- Working closely with the Chief Executive, play a lead role in development and delivery of Icon campaigns, high-profile partnerships and opportunities for thought leadership.
- Develop Icon's award initiatives, to include the existing Marsh Awards, and ensure growing recognition of the conservation profession.
- Work alongside Icon's Marketing & Membership Manager to support this growth area and ensure membership engagement and external communications complement one another.
- Develop, support and co-ordinate the work of members, volunteers and wider sector professionals to commission content for Icon publications, communications and advocacy activity.
- Contribute positively to the development and delivery of Icon's programmes in line with strategic objectives.
- Any other responsibilities that may be reasonably requested by the Chief Executive.

Person Specification	
Training, experience and qualifications	
<p>Essential:</p> <ul style="list-style-type: none"> • Track record of managing a comms strategy, including social media • Experience of managing social media accounts and using analytics insights to inform content strategy • Experience of campaigns and advocacy for a charity/non-profit organisation • Experience of copywriting and editorial input for an organisational comms. 	<p>Desirable:</p> <ul style="list-style-type: none"> • A qualification in communications • Experience of working for a charity or non-profit organisation • Experience of working for a professional body or membership organisation. • Experience of working with volunteers
Knowledge and skills	
<p>Essential:</p> <ul style="list-style-type: none"> • Excellent communication skills • Comprehensive knowledge of communications and advocacy • Well-developed administrative, IT and data management and analysis skills 	<p>Desirable:</p> <ul style="list-style-type: none"> • Knowledge of the conservation and/or arts and heritage sector • Understanding of the conservation profession • Project management skills
Other	
<p>Essential:</p> <ul style="list-style-type: none"> • Ability to lead and support staff and volunteers and work in a collaborative way. • Willing to travel to attend Icon events and sector functions • A passion for heritage, museums and the cultural sector's work to engage wider audiences. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Ability to work with diverse stakeholders (internal and external)

To apply: Please visit [Icon's website](https://www.icon.org.uk) to download the application form for this role. If there are any reasonable adjustments we can make to support your application for this post, please email recruitment@icon.org.uk

Application Deadline: Monday 15 January, 5pm.

Professional Development: As an organisation committed to championing conservation and supporting the careers of our conservator and heritage professional members, we are equally committed to supporting Icon staff with continuing professional development through both access to Icon training opportunities and external development opportunities.

Equality, Diversity and Inclusion: Being inclusive is one of our core values. As an organisation Icon values diversity and recognises that the broad range of backgrounds, experiences, views, beliefs and cultures represented within our staff, trustees and membership greatly enhances our organisation. Icon is therefore committed to supporting, developing and promoting equality, diversity and inclusion in all its activities. We aim to ensure that opportunities are open to all those who are passionate about caring for heritage.