

Job Description & Person Specification

Head of Communications and PR

December 2025



Job Description

Head of Communications & PR

Reports to: Director of Relationships and Marketing
Salary: £39,837 to £43,570 (pro rata based on 35 hours week FTE)
Contract: Permanent - 25-30 hours per week (negotiable)
Base: North West England (hybrid working arrangements between home, our new Wigan Pier office from Summer 2026, and with travel as needed)

The Role in a Nutshell

The Head of Communications and PR will strengthen Curious Minds' national presence and visibility by sharing a compelling case for arts-based learning and showcasing the work of teaching artists, cultural organisations and our own programmes across the North and beyond.

You will manage media relationships, lead and support the communications team, help colleagues communicate with confidence, and ensure all messaging reflects our values of equity, inclusion, quality, and care.

You will bring curiosity, creativity and strategic insight to how we communicate our purpose and impact, ensuring our messages reach the people who shape opportunities for children and young people.

This role is for someone who loves storytelling, builds strong and respectful relationships and believes deeply in the power of the arts to help children flourish. It is for someone who wants to help shift perceptions, influence national conversations and shine a light on the people and places who make arts education possible.

Please note - We're offering this role at 25-30 hours per week (FTE 35 hours), with flexibility and negotiation on your working pattern to help you to balance work and life.

Why Curious Minds Needs This Role

Curious Minds is entering an exciting new phase. National policy is creating more space for creativity in children's learning and greater recognition of the role arts education plays in wellbeing, belonging and educational improvement.

As conversations shift towards entitlement, enrichment and opportunity, our voice and experience have never been more needed, and we must raise our profile in the media to ensure it influences the narrative.

We are also at the beginning of our journey as the ITAC England Hub, building new connections with teaching artists and creative educators across the world. This brings fresh opportunities to share practice, exchange ideas and strengthen the cultural education workforce both nationally and internationally. It is an important moment for Curious Minds to communicate with clarity, confidence and purpose.

At the same time, our impending move to Wigan Pier marks a bold step forward for the organisation. It gives us a public home for learning, collaboration and professional development and a place where teaching artists, educators and cultural organisations can grow their practice and shape the future of arts education.

To seize this moment, we need a communications expert who can show why arts and culture matter for children and young people, and to raise the profile of the people and organisations who make it possible. We need someone who can share the story of our work with honesty and pride, deepen understanding of our impact and help change hearts and minds across education, culture and public life.

We also need a communicator who reflects our commitment to equity, diversity and quality. Someone who ensures our communications uplift a broad range of voices, represent the communities we serve and support inclusive, accessible and ethical storytelling.

This role strengthens Curious Minds' position as a national leader, rooted in the North, advocating for the right of every child to experience the arts as part of who they are and how they learn.

What You'll Be Doing

Strategic Communications Leadership

- Shape and deliver a clear communications and PR strategy that brings Curious Minds' mission to life and supports the organisation's next chapter.
- Ensure all communications present a consistent and accessible narrative about arts education, cultural opportunity, and the role of The Pier as a national home for learning and creative practice.
- Support colleagues across the organisation to communicate their work with clarity, purpose and confidence.
- Oversee our digital presence, ensuring our website, email and social channels are engaging, easy to navigate, and reflective of our values.
- Plan communications around key organisational moments, including programme launches, events, publications and milestones.
- Elevate ethical, inclusive and high-quality storytelling across all of our communications.

Public Relations and Media

- Build and sustain positive relationships with journalists, editors and media contacts across local, regional, national and sector press.
- Lead proactive and responsive media activity, including pitching stories, preparing spokespeople and managing enquiries.
- Secure thoughtful media coverage that raises awareness of arts education and increases understanding of our work.
- Draft press releases, statements and briefings that communicate with accuracy, clarity and care.
- Monitor developments in arts, education and public policy, keeping colleagues informed and identifying opportunities for advocacy.
- Produce regular insights and reports on media reach and engagement.

Communications and Content Creation

- Lead the development of high-quality written and visual content for blogs, newsletters, reports, social media and campaigns.
- Gather stories from young people, educators, teaching artists and partners, ensuring ethical and respectful practice.
- Hold editorial oversight for key organisational content, ensuring accuracy, clarity and alignment with brand values.
- Support the design and production of reports, publications and promotional materials.
- Offer clear and constructive editing and support to colleagues and partners.

Advocacy and External Representation

- Help shape Curious Minds' contribution to national conversations about arts education, communicating with insight and authority.
- Build and nurture relationships with high-profile advocates, ambassadors and cultural leaders who can help amplify our mission.
- Hold the relationship with The Lathums' team for the Chance to See Fund, supporting meaningful collaboration and storytelling.
- Represent Curious Minds at events, conferences and sector gatherings in the North and nationally.
- Support colleagues who speak publicly or represent the organisation, offering guidance on messaging and delivery.

Management and Team Development

- Provide effective line-management to the Communications Manager and Digital Marketing and Campaigns Co-ordinator, creating a positive, creative and collaborative team culture.
- Provide clear direction, constructive feedback and opportunities for learning and growth.
- Manage relationships with freelancers and agencies, ensuring quality, alignment and value for money.
- Oversee budgets for communications and PR work.

Events and Campaign Support

- Lead communications planning for events, workshops, conferences and programme launches.
- Ensure events and campaigns tell a clear story about our work and create opportunities for connection, learning and public engagement.

Internal and Stakeholder Communications

- Work with colleagues to capture and share insights, news and achievements across the organisation.
- Support the Executive Management Team to deliver open, timely and effective internal communications.
- Provide communications guidance to associates, partners and ambassadors.

Things We Expect All Curious Minds Staff to Do

- Actively seek opportunities for collaboration and organisational development.
- Read, understand and adhere to all Curious Minds policies and procedures.
- Keep Curious Minds' CRM up to date and use data intelligently to inform decisions.
- Stay informed about developments in arts, education, and cultural policy.
- Be flexible and willing to travel and occasionally work evenings or weekends.
- Represent Curious Minds proudly as a national ambassador for children, young people, and the arts.
- Follow Curious Minds 7Cs in all areas of work.

Person Specification

You need to care deeply about...

- Every child and young person's right to experience and learn about and through the arts and the role that clear, confident communication plays in protecting that right.
- How creativity and curiosity shape children's learning and how powerful stories can help others understand their value.
- Ethical, inclusive and accessible communication that represents a wide range of voices with care and respect.
- The work of teaching artists, creative educators and cultural organisations and the importance of raising their profile in public life.
- Equity, diversity and high-quality practice in arts and cultural education and how communication can help create fairer opportunities.
- Sharing stories that build understanding, strengthen relationships and help communities see the impact of arts and culture in children's lives.

You need to be ferociously curious about...

- How thoughtful, well-crafted communication can deepen public understanding of arts and cultural education and influence how people value creativity in children's lives.
- The systems that connect education, culture, health and place and how strong communication can help people see the links between them.
- New and emerging ways to reach audiences through digital tools, storytelling and accessible design.
- How to build and sustain meaningful relationships with partners, advocates and communities so that our shared stories travel further and have greater impact.

You need to be confident, competent and able to evidence your ability (or willingness to learn) to...

- Lead and support a communications and PR team with clarity, care and a commitment to high-quality work.
- Build strong, trusting relationships with journalists and approach media work with confidence and good judgement.
- Write with accuracy, insight and an engaging tone that reflects our values and purpose.
- Turn complex information about arts and cultural education into clear, compelling stories that resonate with different audiences.
- Handle sensitive or time-critical media enquiries calmly and responsibly.
- Create and oversee high-quality content across digital and print channels, ensuring it is accessible and inclusive.

- Use data, insight and audience feedback to shape communications choices and improve our reach.
- Work respectfully and collaboratively with diverse partners, teaching artists, cultural organisations and communities.
- Manage multiple priorities with good organisation and attention to detail.
- Represent Curious Minds confidently in public settings, speaking with clarity and purpose.
- Inspire others through authentic communication, thoughtful leadership and a genuine belief in the value of arts and culture in children's lives.
- Work respectfully with diverse partners and communities.
- Organise multiple priorities with attention to detail.
- Represent Curious Minds confidently in public settings.
- Inspire others through authentic communication and leadership.

Desirable experience

- Experience working in the charity, arts, education, policy or public affairs sectors and an understanding of how work in these areas supports children's learning and opportunities.
- Skills in digital communications tools such as Canva, Adobe Suite, Mailchimp, Eventbrite, photography or video editing and an interest in using them to create accessible, engaging content.
- Knowledge of inclusive and accessible communication practices and how these strengthen equity and representation.
- Awareness of the arts, education and political landscapes and how they shape public understanding of cultural learning.
- Confidence in public speaking, media interviews or representing an organisation in public forums.
- CIPR membership is desirable, but we're happy to support your application and membership if not.

The 7Cs Behaviors Specification

Attitude

Behaviour

We are **Curious**

I seek new ideas, connections and perspectives, and actively explore what's next for our field.

We are **Courageous**

I lead with integrity and confidence, take initiative and advocate for what matters.

We **Celebrate**

I champion success, of colleagues, partners and the young people we serve.

We **Collaborate**

I build relationships across sectors and encourage others to work collectively and imaginatively.

We **Care**

I lead with empathy, listen deeply and create space for others to flourish.

We are **Conscientious**

I plan ahead, deliver on promises and uphold the highest standards in everything I do.

We are **Credible**

I act with honesty, professionalism and deep knowledge of my field, always learning and growing.
