



Senior Communications Manager

Full time, fixed term



ABOUT ALEXANDRA PARK AND PALACE



Alexandra Park and Palace is a major event, heritage and cultural destination in north London. We host live music, live sport, theatre productions and Park events all year round. All the money that is generated by events goes back into maintaining and restoring Ally Pally, to celebrate and share the past, deliver extraordinary experiences at present and regenerate for the future.

ROLE DESCRIPTION

Alexandra Palace is looking for a **Senior Communications Manager** on a fixed term basis to cover a period of leave. You will be working at Alexandra Palace during one of the busiest times of our year, and at one of the most exciting times in our 150-year history.

The role will see you work on our famous ‘**Glastonbury of Fireworks**’ that brings 90,000 people to the Park and Palace; an array of live music and theatre; the opening of a major new visitor attraction; our **Christmas Programme**; extensive charitable activities; as well as the iconic **World Darts Championship** – which takes place across three weeks during the Festive period – and saw *The Times* dub Ally Pally “the happiest place on earth”.



You will work with our internal teams, clients and partners to place stories and devise content that showcases the exciting and innovative activities taking place across the Park and Palace. You will support the organisation to be more resilient and advise colleagues on how to navigate challenges and capitalise on opportunities. The ideal candidate will be creative, bold, fun, collaborative, with experience across PR and event delivery.

The salary is: from **£42,000 - £45,000 pa** depending on experience

The fixed term contract is expected to last approximately 5 months from late October 2025 to end of March 2026. *Please note that the role will require working hours to be completed over the Christmas and New Year holiday period including monitoring daily event reports*

HOW TO APPLY

To apply for the role of **Senior Communications Manager** please send your **CV** and a **cover letter** outlining how you meet the requirements of the role to recruitment@alexandrapalace.com.

The deadline for applications is **10am Monday 15 September**.

Candidates must be available to start late October 2025

OUR COMMITMENT TO EQUALITY AND DIVERSITY

We are committed to providing equality of opportunity and encourage job applications from people of all backgrounds. We strive to build a diverse and inclusive workforce that is representative of our community and helps us to deliver more for our visitors. We particularly encourage applications from candidates from ethnic minority backgrounds and candidates with disabilities.

JOB DESCRIPTION

Job Title	Senior Communications Manager (5-6 months fixed term)
Department:	Marketing and Communications
Responsible To	Head of Marketing (day to day) CEO re crisis comms
Responsible For	No direct reports and sole comms role within the organisation, but manages relationships with external agencies e.g. PR Agency and Crisis Comms Agency
Overall job purpose	Support the leadership team to deliver the ambitious strategic aims of the organisation, utilising communication strategies and tactics to improve the profile, public understanding and perception of Alexandra Park and Palace.
Key internal relationships	Executive team (external comms) HR team (internal comms) Head of Marketing Head of Fundraising
Key duties	<ol style="list-style-type: none">1. Manage the organisation's PR function: delivering high profile and impactful media coverage that positively reflects the charity's Vision, Goals and in-house programmes. Includes managing existing PR agency support, media reporting and working with clients to identify joint media-opportunities during client events.2. Collaborate with Marketing team colleagues to develop content across a range of social media, website, blog and other relevant channels, with a particular focus on Alexandra Palace's charity activities/achievements.3. Manage the organisation's internal communications function, delivering the existing Internal Communications Plan and People Strategy. Includes delivering monthly staff newsletter, regular All Staff email updates and contributing to the Senior Leadership Team.4. Manage the organisation's crisis communication function, co-ordinating with internal teams, clients and partners to ensure the organisation is well prepared to communicate, across all channels, in the event of issues/crisis. The Comms Manager leads on comm strategy and messaging in times of crisis, including advising and co-ordinating with the Executive Team and key partners. Also, includes managing updates to existing Crisis Comms Plan and managing Crisis Comms agency support.

	5. Contribute to the effect operation of the Trust and its trading subsidiary proactively participating in Executive and senior team meetings
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PERSON SPECIFICATION

Person Specification	<u>Essential</u>	<u>Desirable</u>
	<p>Education / Qualifications / Memberships</p> <p>GCSE in English at grade 4-9 (A-C)</p> <p>Degree in journalism, PR, communications or related subject or equivalent work experience</p> <p>Experience</p> <p>Significant communications experience across a wide range of channels with a track record of creating engaging, audience appropriate content</p> <p>Experience in delivering successful communication strategies</p> <p>Experience of managing complex and crisis communication</p> <p>Experience of managing communications campaigns across a variety of media</p> <p>Experience of working effectively with colleagues across an organisation including senior management and key external stakeholders</p> <p>Experience of managing communications plans and their evaluation</p> <p>Skills and Knowledge</p> <p>Strategic and commercially minded approach to communications</p> <p>The ability to communicate clearly and effectively, verbally, presenting</p>	<p>Experience managing communications for a Charitable Trust and a working in a commercial environment</p> <p>Experience of negotiating with agencies</p> <p>Effective analytical and numerical skills including the ability to work with statistical information</p>

	<p>and in writing with different audiences and stakeholders</p> <p>Outstanding writing skills and excellent proofreading and copy-editing skills</p> <p>Excellent attention to detail</p> <p>Good organisation skills with the ability to prioritise a busy workload, work under own initiative and manage multiple deadlines</p> <p>Available to work some unsocial hours including bank holidays and weekends</p> <p>Excellent project management and organisational skills with proven ability to coordinate a number of projects and tasks with competing deadlines</p>	<p>Knowledge of the entertainment sector</p> <p>Knowledge of the heritage sector</p> <p>Knowledge of print design and production</p> <p>Familiar with content and relationship management systems and analytics</p>
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DIMENSIONS

Financial responsibilities

Budget management

People management responsibilities

No direct reports but responsible for managing relationships with external agencies.

GENERAL OBLIGATIONS

i. Health and Safety

All employees have a legal duty to ensure the health and safety of people at work and members of the public on site in accordance with H&S legislation and AP policy.

ii. Equality and Diversity

Alexandra Palace is committed to the fair treatment of all our staff. We are committed to giving equal access to recruitment and selection, promotion and career development, training, pay and benefits.

We will provide reasonable support to disabled applicants throughout the recruitment process. If you feel that you need any additional support or reasonable adjustments to take part in the interview process, please contact the HR team

iii. Safeguarding

Demonstrate commitment to safeguarding of children, young people, and adults at risk.

iv. GDPR

To handle personal data in accordance with the organisation's data protection policy and to record all processing activities in the organisation's data register where appropriate.

v. Sustainability

We are committed to a Sustainability strategy and policy, working towards finding new, innovative, and economical ways to stay green.

CUSTOMER SERVICE STANDARDS



VALUES AND BEHAVIOURS

1. We are Collaborative
2. We are Bold
3. We are Open and Genuine
4. We are Passionate and Fun
5. We are Resourceful

The Core Competency Framework

Each competency has an overall description. It is then broken down by level into “We will” and “We won’t” indicators. This role is a level **X** (of 4) and therefore should be demonstrating behaviours at **level 3**

I. We are **COLLABORATIVE**

“We work as one team, sharing ideas, knowledge and insight to achieve our common purpose”

	We Will	We Won't
Level 3	<ul style="list-style-type: none"> Work closely as an SMT even when under pressure Actively share information and knowledge across our teams Seek the opinions of other teams at the start of projects and where work crosses over Arrive at meetings prepared and ready to actively input Pro-actively support others – don't wait to be asked Get out of the office and talk to people more Communicate more often using a range of channels 	<ul style="list-style-type: none"> Withhold information Cut others out of important discussions Think our work is more important than that of other teams Be afraid to ask for help from other teams

2. We are BOLD

“We are bold and we embrace change – we constantly look for new opportunities and innovative ways of doing things”

	We Will	We Won't
Level 3	<ul style="list-style-type: none">Continually evaluate processes, systems and other ways of workingActively research, benchmark and network more often – keeping up to speed with new trendsAct as pioneers - pushing the boundaries in innovative entertainment and experiencesEncourage and enable the ideas of others by demonstrating interest and excitementActively support others through change	<ul style="list-style-type: none">Be afraid to try new ideas, push boundaries, take risks and try new ways of workingTake the safe short-term work aroundsBe intimidated by a difficult and challenging changeIgnore or dismiss other people's ideas without exploringAssume the way it is done now is the right wayCreate a culture where blame is tolerated

3. We are OPEN AND GENUINE

“We are inclusive and diverse - welcoming all through our doors. We are genuine - we do what we say we will and do it in a way that is in line with our values.”

	We Will	We Won't
Level 3	<ul style="list-style-type: none">Act as a role model for others - treating everyone with respect and valuing their contributionsEncourage the heart by knowing our people and acting with kindness, empathy and positive intentDo what I say I will – on time and to qualityAct transparentlyChallenge and address behaviours when they are out of line with our values	<ul style="list-style-type: none">Tolerate any exclusion or discrimination at an individual or team levelForget to involve those I find it “harder” to work withAct defensivelyTalk down to people

4. We are PASSIONATE & FUN

“Our job is to put smiles on people's faces, by being engaged and passionate about all that we do. We deliver our purpose with fun and enjoyment”

	We Will	We Won't
Level 3	<ul style="list-style-type: none">Demonstrate visible energy and enthusiasmTalk about and expect qualityBring more fun to our meetings and internal eventsFocus on the positives and achievements more oftenEncourage, inspire, develop and build individuals and teamsAddress negativity through encouragement, development, feedback and coaching	<ul style="list-style-type: none">Lose heart when things go wrongAllow negative behaviours to go unaddressed

5. We are RESOURCEFUL

“We use what we have creatively to get the best results possible, solving problems and overcoming difficulties”

	We Will	We Won't
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Level 3	<ul style="list-style-type: none"> • Engage with new stakeholders, experts, partners and audiences • Focus on reducing costs and waste, improving use of all resources • Look for economies of scale across the organisation • Ensure value for money in everything we do • Create time and opportunities for problems to be solved • Encourage and coach my team to come up with solutions 	<ul style="list-style-type: none"> • Ignore waste and poor use of resources across the organisation • Solve problems that our team could solve themselves
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