

Job Description

Job Title:	Communications and Press Officer - Maternity Cover (10 month temporary contract)
Responsible to:	Head of Communications and Programme
Responsible for:	N/A
Hours:	40 hours per week exclusive of lunch breaks. Due to the nature of the job, evening and weekend work is inevitable. No overtime is payable, but time off in lieu will be given where possible.
Holidays:	24 days per annum (pro rata)
Salary:	£10.09 p/hr, £20,987 per annum (pro rata)

Job Summary:

To actively participate in the effective and efficient marketing, programming and touring of Theatre Royal Wakefield to achieve the organisation's objectives.

The Context:

Theatre Royal Wakefield operates as both a producing and a receiving house. In 2011 British playwright John Godber joined the Theatre as its Creative Director, and the Theatre now plays a producing role for The John Godber Company.

The Theatre provides a varied programme of professional and amateur performances, across the Matcham Auditorium and Walker Studio, has a vibrant Participation programme and tours the UK.

VISION

We achieve great art, accessible to all.

We believe the arts should fundamentally be enjoyable, memorable and enrich people's lives.

MISSION

To develop new creative opportunities and experiences both within the theatre building, throughout the wider community and on tour, encouraging high quality engagement across a broad sector of the Performing Arts

STRATEGIC AIMS

1. Financial stability and sustainability
2. Artistic programme development
3. Audience development and audience retention
4. Engagement with young people – developing their creativity
5. Develop the Theatre for the 21st century – investing in our building

In recent years the Theatre Royal Wakefield has significantly developed and diversified its activities, and has changed and adapted its business model to meet the challenges resulting from reductions in public sector funding.

This is a key position within the Communications department which, as a team, makes a significant contribution to the Theatre Royal Wakefield's development at a time of change.

Main Duties and Responsibilities

1) Campaign Co-ordination

- To take the lead on planning and execution of campaigns for in-house productions (both touring and non touring) and received work
- To assist the Head of Communications & Programme with the planning and execution of the marketing campaign for the annual pantomime
- To write sales copy, social media content and direct mail
- Monitor the success of campaigns through data analysis

2) Digital Marketing

- To maintain the Theatre Royal Wakefield website, editing, updating and amending pages where required
- Liaising with the web developers to ensure the smooth running of the site
- To develop a cohesive social media strategy that makes use of all channels including Facebook, Twitter, Instagram and YouTube
- To create digital communications such as e-flyers and e-newsletters through the Spektrix ticketing system and to look at ways of achieving the best results using the functionality therein
- Generate and collate content for social networks from internal and external sources
- To create content for the Theatre's FOH digital screens.

3) Media Liaison

- To ensure that all press contacts are provided with key information about the organisation at the appropriate times including press releases, listings and announcements / statements.
- To contribute to, and assist with the photography brief for press images and to perform all administrative tasks related thereto e.g. booking the photographer and preparing the photography agreements.
- To maintain and develop press and media liaison to ensure continual editorial coverage in local, regional and national media sources.
- To co-ordinate press nights and encourage attendance from reviewers

4) Season Brochure / Marketing Material

- Actively take responsibility on aspects of individual print completion including producing the creative brief, meeting with designers, consultation on image generation, copy writing and proof reading.
- Work with the photographer to capture rehearsal photographs, video content and content for trailers
- Actively take responsibility on aspects of season brochure completion, obtaining marketing information and images from visiting companies, meetings with designers, consultation on image generation, copy writing and proof reading of brochures.

- To contribute to the seasonal on-sale plan and ensure, alongside the Head of Communications & Programme that it is delivered on deadline.
- Design artwork for press adverts for inclusion in local and regional print publications, social media and websites.
- Write and send direct mail letters and emails to customers where appropriate
- To take full responsibility for the collation and completion of the Theatre's produced show programmes
- Initiate and organise any potential photo opportunities with visiting companies
- To oversee the safe storage and organisation of the Theatre's current stock of marketing materials
- To oversee the display of marketing materials including leaflets, posters and stands around the theatre building.

5) Other Duties

- To contribute to the general running of the Communications & Programme department including answering phones, establishing and maintaining clear filing and archiving systems
- As appropriate contribute to the development of funding bids to the Arts Council, Trusts and Foundations or other sources.
- Manage the maintenance of paper-based and online filing systems appropriate to the area of work and provide open communications with work colleagues.
- To assist with the administrative tasks relating to programming and touring including (but not limited to) preparation of contracts, settlements and PRS returns.
- To undertake any appropriate duties as required by the Head Of Communications and Programme.

Responsibilities of all Staff Members:

- (i) To be aware of the work of other departments in the achievement of Wakefield Theatre Trust's strategic aims and objectives.
- (ii) To make oneself aware of, and comply with, all rules and legislation pertaining to Health and Safety at work.
- (iii) To work in accordance with the Trust's approved Equal Opportunities Policy.
- (iv) To take an active part in communicating and co-operating with other staff and other departments.
- (v) To follow approved guidelines, policies and procedures established by the Trust in relation to financial management and personnel records.
- (vi) To take part in such working groups and committees or sub-committees as may be necessary for the proper fulfilment of the Trust's strategic aims and objectives.

Person Specification

Essential:

- Experience in an Arts Marketing role
- A thorough understanding of campaign management
- Experience of working with the media
- A good grasp of social media
- An understanding of online email software
- Experience of managing customer data
- Excellent communication skills (written and verbal)
- A friendly and confident phone manner
- A methodical and organised approach to work
- An ability to work to deadlines and under pressure
- A creative approach to problem solving
- An ability to deal with individuals at all levels
- An ability to work as part of a team
- An ability to make independent decisions
- Trustworthy and reliable
- Familiarity with most office software packages e.g. Word, Excel, Powerpoint
- A good time-keeper with a flexible approach to working hours

Desirable:

- Experience of working with websites, Adobe software packages and Craft content management system.
- Experience of working in the Arts or not-for-profit sector
- A knowledge and understanding of the Spektrix ticketing system

Terms & Conditions of Service

1. 40 hours per week (excludes lunch breaks)
2. No overtime payable but Time off in Lieu will be given, where possible
3. 24 days annual holiday + 8 days public holiday (pro rata)
4. Evening and weekend work may be required
5. Normal place of work – Theatre Royal Wakefield
6. Notice period of one month on either side.

Theatre Royal Wakefield welcomes and encourages applications from everyone regardless of their age, sex, race, religion or belief, sexual orientation, gender identity, ethnicity, disability or nationality. We are a PiPA (Parents and Carers in Performing Arts) partner. PiPA enables and empowers parents, carers and employers to achieve sustainable change in attitudes and practices in order to attract, support and retain a more diverse and flexible workforce. We are always happy to discuss solutions that allow people to balance their caring responsibilities with their working lives, for example through job shares or flexible working arrangements.

How to apply:

Please send your completed application form (and completed Equal Opportunities form) to recruitment@theatreroyalwakefield.co.uk by Friday 21 January 2022 at 12noon.

We will confirm receipt of application and let you know if we would like you to attend an interview on Thursday 3 or Friday 4 February.

Please contact Kealey Woodward for more information or an informal chat about the role: kealey.woodward@theatreroyalwakefield.co.uk