



PRESS AND COMMUNICATIONS OFFICER: CONTEXT AND PERSON SPECIFICATION

JOB TITLE: Press and Communications Officer

SALARY RANGE: £18,000 - £20,000 per annum

REPORTS TO: Marketing and Communications
Director

DIRECT REPORTS: None

HOURS: Permanent, full time, 40 hours per week
With occasional evening and weekend work

LOCATIONS: Winchester City Centre & District

JOB CONTEXT:

The Live Winchester Theatre Trust (registered charity number 1077139) is a thriving arts and education charity that incorporates Theatre Royal Winchester and Hat Fair, an annual Outdoor Arts festival. Activity includes a diverse year-round multi art form professional programme, a vibrant community performance programme, 'Young Theatre Royal' and community outreach projects. It also includes Hat Fair's summer festival, associated winter festival - Woolly Hat Fair, and year-round engagement projects. The organisation is in an exciting time of development, including undergoing a re-branding process to create a clearer identity and voice to its audiences.

JOB PURPOSE:

The Press and Communications Officer will play an important role within the Marketing and Communications team to expand our media reach and promote all aspects of the organisation's work thereby raising the profile locally and nationally. The role will help us listen and respond to our audiences better, enabling us to improve the customer experience.

KNOWLEDGE/EXPERIENCE/SKILLS NEEDED:

Essential

- At least 18 months' experience within a PR or journalism role
- Undergraduate degree from a recognised university or equivalent experience
- High level of accuracy and attention to detail. Excellent proof reading skills.
- Highly organised with administrative experience
- First-rate copywriting and written communication skills.
- Experience of writing and issuing press releases
- Ability to position stories to engage different audiences and work with a cross-section of contacts (internal and external).
- Established working relationships with press and media influencers
- Experience in working with social media for business – scheduling, posting and tracking effectiveness
- Ability to prioritise under pressure, and experience in managing time effectively
- IT literate
- Customer care experience
- Ability to self-motivate
- Able to work with some flexibility including evenings, and weekends as required

Desirable

- Experience within an arts, cultural or charitable organisation
- Experience of working with ticketing systems, ideally Spektrix, or other CRM databases
- Competent photographer
- Full driving licence
- A knowledge of Winchester and the surrounding area

PERSONAL QUALITIES

- Passion for the arts
- Excellent interpersonal skills and an enthusiasm for communicating with people face to face and on the telephone
- Empathetic, discrete and diplomatic with a high level of enthusiasm
- Keen interest in media trends and social media
- Able to manage multiple priorities
- Prepared to work flexible hours



PRESS AND COMMUNICATIONS OFFICER: JOB DESCRIPTION

PRINCIPAL RESPONSIBILITIES

Press and Media

- Develop strong relationships with press and media influencers
- Create, write and issue engaging press releases to cover all elements of the charity's work
- Respond to press enquiries for copy and photos
- Proactively seek out PR opportunities
- Supporting Marketing and Communications Director in devising media campaigns
- Arrange press receptions and launches
- Organise press tickets for reviewers, meeting and greeting as necessary

Social Media and Online support

- Together with others in the marketing team help to develop a strong, interactive and engaging social media strategy
- Social listening – assist with responding to enquiries, interacting with our followers to increase reach
- Engage with media influencers and bloggers online
- Assist in ensuring listing sites are up to date with our events and activities
- Write engaging blogs covering all elements of the charity's work

PR Administration

- Ensure press contact lists are current
- Ensure all data collected is recorded ethically and accurately in compliance of GDPR and all other statutory requirements
- Monitor coverage – keep PR cuttings folder up to date, sharing coverage with relevant parties, checking with journalists when copy is published
- Prepare reports of media coverage
- Co-ordinate photographic assets and ensure relevant permissions are in place
- Manage all communication relating to press and PR in an efficient and timely manner on a daily basis

Audience Communications

- Respond to audience feedback – from post show feedback surveys, social media, letters
- Analyse audience feedback to look for trends and ways of improving our customer experience

Profile Raising

- Gather and compile information to submit award applications

General

- Actively contribute to marketing and fundraising strategies when required
- Take calls and messages for marketing and development team members
- Champion the organisation's values and adhere to organisational policies and procedures
- Carry out all tasks in accordance with best practice and organisational action plans in respect of diversity and disability equality
- Attend internal and external meetings, participate in training and other forms of staff development and be available to work at evenings, weekends and bank holidays when necessary
- Undertake any other duties reasonably requested

In addition to a commitment to the values, aims and objectives of the Live Theatre Winchester Trust, candidates should be able to show clear evidence of how their knowledge/skills/experiences match the Person Specification and support delivery of the Job Description in their application.

Live Theatre Winchester Trust is an equal opportunities employer and welcomes applications from people from the widest possible diversity of backgrounds, cultures and experiences.