

Recruitment Information

Press & Communications Officer July 2014

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[Please save paper – do enjoy reading the following pages, but please only print what you really need. Thank you]



July 2014

Vacancies at the Theatre Royal

Thank you for your interest in joining the staff at the Theatre Royal. Please find enclosed a job description for the post of **Press & Communications Officer** and some information about the Theatre Royal which I hope will encourage you to apply to join us. Further information about the Theatre can be found on our website: www.theatreroyal.org

If you would like to be considered for this post, please complete the attached application form and make your application by 12noon, 28th July 2014. It would be helpful if you could also complete the equal opportunities monitoring form. Applications will be accepted by post or e-mail. The application form is available as a Microsoft Word document for you to complete on your computer if you wish, e-mail emma.haley@theatreroyal.org to receive a copy. Please address your application to recruitment at the Theatre Royal, 6 Westgate Street, Bury St Edmunds, Suffolk IP33 1QR.

Good luck and thank you for your interest in working at the Theatre Royal.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Karen E. Simpson', with a horizontal line underneath.

Karen Simpson
Director

Press & Communications Officer

Job Description



Purpose of post

The post-holder is a key member of the Theatre's marketing team whose role is to ensure effective media and public relations for the whole of the Theatre's work and to advise and assist on corporate relations when required. A key aspect of the post is to maintain and develop the Theatre's profile in the media, on a local, regional, national and international level and to develop this profile across a wide-range of media titles and formats. As a member of the Theatre's marketing team the post-holder will play an active role in the organisation's general marketing activity.

Department: Marketing

Responsible to: Marketing Manager & General Manager

Areas of Responsibility

1. Working within agreed marketing and communications objectives and strategies, to devise, implement and monitor all communication and media campaigns for Theatre activities. This to include:
 - Media campaign planning
 - Communicating agreed key messages to appropriate target audiences
 - Working closely with the Marketing Manager, General Manager and Director to effectively plan, and deliver communications
 - Liaising with Theatre staff, visiting companies/performers and other partner organisations to source ideas and info for stories and features
 - The writing and effective distribution of all Theatre Royal press releases and listings information
 - The co-ordination of all Theatre media events and photo-calls
 - To act as the first point of contact for all media enquiries regarding the Theatre and to handle these enquiries effectively and efficiently
 - To manage and build relationships with media, social media and blogger/reviewer contacts across traditional and online media and with specialist national arts, culture and heritage outlets
 - To actively research and establish new media contacts
 - To help manage the theatre's social media output and specifically, making sure the PR of the theatre across social media channels is in-line with the wider PR strategy
 - To advise and implement any crisis or reactive public relations work as necessary
 - To monitor the effectiveness of media and PR campaigns and report to Management
 - To maintain a close watch on local, regional and national media activity and trends of opinion, particularly that associated with the industry, and advise on complementary activity to be undertaken by the Theatre Royal

- To be a key spokesperson for the Theatre Royal, maintaining always a professional face and promoting key agreed PR messages
 - With the Marketing Manager maintain a map of stakeholders, monitoring their opinions and ensuring that all PR activity is undertaken and positioned appropriately to various stakeholders and groups
 - To liaise with colleagues in development and fundraising regarding any PR planning associated with sponsorship pitches and activity with supporters and benefactors
2. To maintain and develop the press area on the Theatre's website.
 3. To maintain and develop the Theatre's blog area of the website.
 4. To write weekly and monthly columns for various local publications.
 5. To organise and implement a range of promotional competitions via social media, local companies/shops and other media.
 6. To manage PR for in-house productions whilst on tour – managing and overseeing PR at each venue.
 7. Organising photoshoots and production shots for in house productions, and assist in the organisation and direction of trailers.
 8. To manage the Theatre's archive of press cuttings and digital/print photography and to produce a bi-monthly media report incorporating measurement and analysis.
 9. To contribute in a general sense to Theatre marketing activities (for example representing Theatre at events, taking part in one-off promotions)
 10. To have an input into the formation of marketing and organisational strategy and policy
 11. To undertake any other reasonable duties as requested by Management.

The duties must at all times be carried out with due regard to the Theatre Royal's general policies and practices, particularly those associated with Equal Opportunities and Child Protection.

Terms & Conditions

Salary:	£18,000 circa
Contract:	This post is a full time post and part of the core staff team.
Hours of work:	39 hour week, Monday – Friday with some evening & weekend work required.
Annual Leave:	22 days plus Bank and other Public Holidays (pro rata). Additionally you will be entitled to 1 day extra holiday per annum for every full year (1st April - 31st March) of service with the Company up to a maximum of five extra days.
Allowances:	Travel/mileage expenses whilst on Theatre Royal business Staff members receive an allocation of complimentary tickets for performances at the Theatre Royal for personal use only.
Pensions:	We offer a stake-holder pension provision.
Other information:	There is a comprehensive staff handbook and induction plan with detailed information on policies, practices and working arrangements offered to all staff.

This post is subject to a probationary period of three months.

The post-holder may be required to undertake an enhanced DBS check as a requirement of the post. Please note that any pre-existing disclosures cannot be considered.

The Theatre Royal operates to an Equalities policy and the post-holder is required to carry out his/her duties in accordance with this.

Person Specification

Essential

- A minimum of one year in a Press or Communications Officer role or a relevant degree with suitable experience
- Excellent IT skills
- Experience of managing social media channels
- Excellent writing abilities over a range of styles
- A sound knowledge of, and keen interest in, the Arts, and a willingness to learn about the world of Theatre
- Able to work equally well with a team or independently
- Excellent organisation skills and a keen eye for detail
- Able to lead a team and delegate appropriately
- Ability to work well under pressure, prioritise tasks and keep calm in pressurised situations, including assisting in Marketing where needed
- Ability to process new information and plans quickly – thinking on your feet to put into motion new ideas and incorporating new information or new opportunities into a current plan at a moment's notice
- Excellent communication skills – both written and oral, along with excellent interpersonal skills.
- Ability to develop and maintain relationships with members of the press in face-to-face environments.

Desirable

- Digital skills such as photoshop & film editing
- Ability to tailor style and be able to adjust copy according to audience
- Able to think and work creatively
- Knowledge of theatre
- An eye for design
- Proof-reading skills
- A friendly, approachable and confident manner
- Ability to teach others tasks – specifically our rolling intern scheme. This is integral to the success of the department and it is essential that applicants are able to teach each new intern the role of Press & Communications Assistant, train them, and guide them over each six monthly period.

Bury St Edmunds Theatre Management Ltd

The Theatre Royal in Brief

Built in 1819 by the renowned architect William Wilkins (who also designed the National Gallery in London), the Theatre Royal in Bury St Edmunds is one of the most significant theatrical buildings in Europe. As this country's only example of a playhouse dating from the Regency period, it offers visitors a unique and unforgettable theatrical experience. One of only eight Grade 1 listed theatre buildings in the country, it is also the only working theatre in the National Trust's entire portfolio of properties. Inspired by its impressive historical pedigree, the Theatre prides itself on the quality and innovation of its artistic work and enjoys a reputation as one of the most forward-thinking arts organisations in the UK.



The building is owned by the Greene King Brewery. In 1975, it was leased to the National Trust, which, in turn, has handed the day-to-day running of the Theatre to the Bury St Edmunds Theatre Management Ltd.



Like many other theatres of its generation, the Theatre Royal has enjoyed a chequered history, closing and reopening its doors on a number of occasions. The most recent of these, in September 2007, followed a £5.3 million programme of restoration and development. This project, funded in part by the Heritage Lottery Fund, not only returned the building to its 1819 configuration and decoration but also provided improved customer facilities through the creation of a contemporary foyer space adjoining the Theatre.

The Theatre Royal hosted over 300 performances in 2012/13 in the theatre and in other venues. Our work attracts around 65,000 annually, plus over 2,500 young people engage in creative learning activities in schools or in the community. Over 20,000 come to see our renowned annual traditional family pantomime. A further 2,000 people visit for our heritage, either as organised groups year-round or for our BACKSTAGE PAST season, which sees the Theatre as a lively cultural tourism attraction. The Theatre became licensed for weddings and civil partnerships in 2012. A wide range of local community and amateur groups also present performances on the Theatre's stage and are essential to the cultural offer to the community.

The Theatre Royal celebrates its heritage, and as a National Trust property welcomes visitors to enjoy the restored building through guided tours, talks and lectures, merchandising, as well as rehearsed readings from the Georgian period.

The Theatre employs a paid staff of 20 and supports a number of internships and apprenticeships. It also has a team of approximately 70 volunteers. It is overseen by a non-executive board of management. There is a Patron's Scheme and a thriving Friends scheme numbers over 600 members. The Theatre receives regular grant and project aid from St Edmundsbury Borough Council, Suffolk County Council and Arts Council England (as part of the National Portfolio) and also enjoys strong support from the local business community.



Mission

Theatre Royal Bury St Edmunds presents a high quality programme of performances and creative activities that enrich and inspire children and adults lives.

Aims

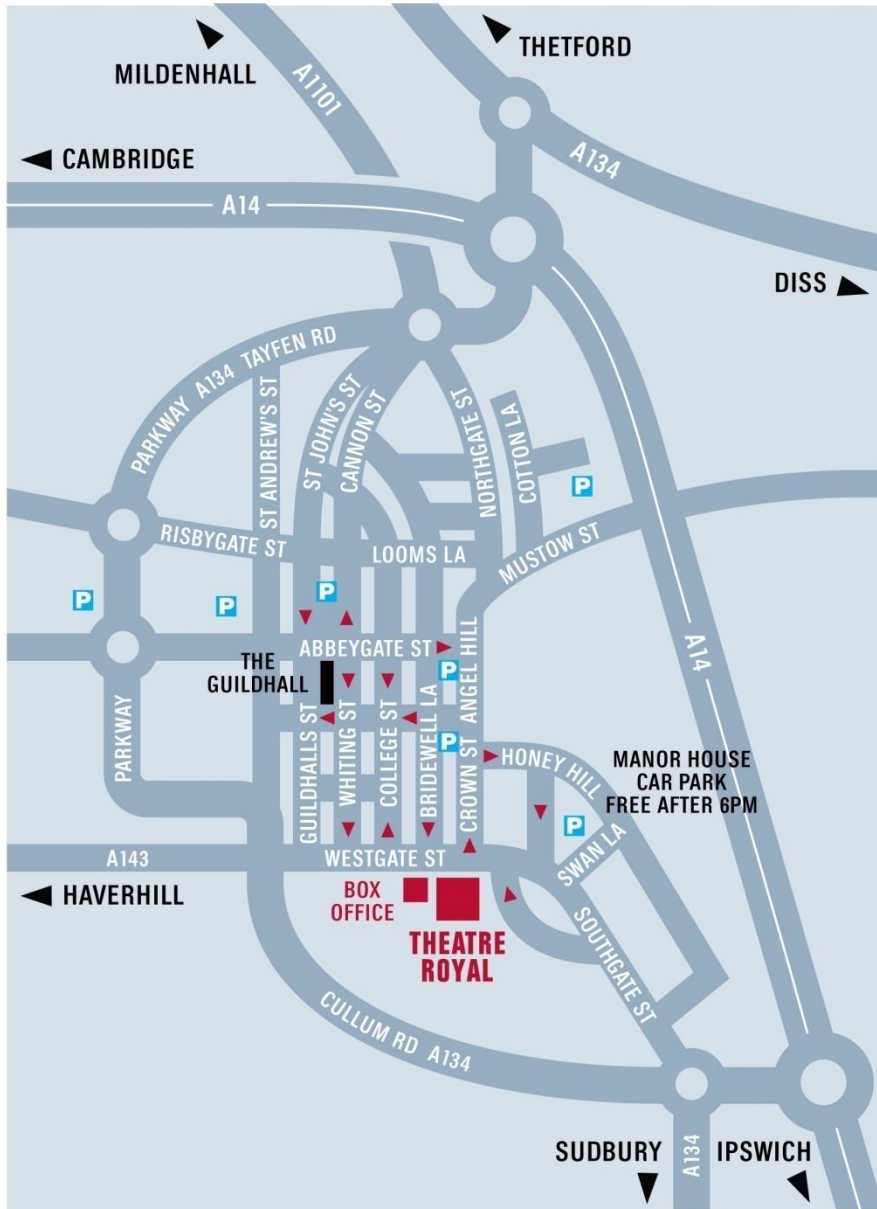
- To present a broad performing arts programme of high quality work from leading arts organisations and emerging artists.
- To work within a range of producing models for Theatre Royal productions
- To develop further Theatre Royal as a Creative Learning organisation
- To work within a sustainable business model with a skilled workforce and effective base for our operations
- To develop and grow our audiences
- To build on the trust and support of Theatre Royal's supporters and stakeholders
- To celebrate Theatre Royal's unique heritage

During 2014, Theatre Royal started to undergo a major change for its workforce, its community and for the artists it works with. Changes to the Board and the appointment of Karen Simpson as the new Director working alongside Adrian Grady as Interim manager resulted in a refocused, artistically led organization with a commitment to developing a sustainable business model for 2014/15 and a vision to re-engage and develop new audiences.

Vital steps were taken to ensure a speedy move towards implementing this change.

These included:

- An urgent review of the financial systems and assumptions of previous business planning which revealed a significant operational deficit of around £140K per year.
- An examination of the Board and recruitment of new members
- Work with Theatre Royal's stakeholders to reduce the operational deficit in 2013/14 and to ensure a greater resilience and stability for the future
- An organizational review and creation of a new leaner staffing structure to be in place by March 2014 retaining creative and practical theatre skills alongside an effective customer and management support system
- An examination of its physical resources and new action plan created with Greene King Brewery (the owner of the buildings) and National Trust (who lease the theatre building) to enhance the theatre, develop rehearsal and workshop space at its base, move its base back into the theatre and redesign its office space.
- A new presented programme for Jan – May 2014 developed to reflect the changed priorities offering a strong backbone of drama to re-engage its existing audience and attract new audiences with a particular focus on families and schools
- A new vision integrated vision for Creative Learning within the Artistic programme for 2014/15 led by Theatre Royal's Director and delivered across the staff and volunteer team.
- An exploration of practical and strategic new ways of working with local and national partners for 2014/15 and beyond
- A cohesive and proactive communications strategy to ensure that the Theatre's stakeholders.



How to Find the Theatre Royal

Our offices and Box Office are located at 6 Westgate St next door to the Theatre Royal.

By Road - Bury St Edmunds is just off the A14 east of Cambridge and west of Ipswich. From the Midlands or the East Coast, follow the A14. From London, take the M25 and M11/A11 then A14 heading east (sign-posted Newmarket/Ipswich/Felixstowe). Approaching from the west, take the third exit for Bury St Edmunds and turn right at the big roundabout towards the town centre. Go right at the next roundabout then right at the third roundabout onto Southgate St. Follow the road and you will join the one way system, the Theatre is on your left opposite the Greene King Brewery Museum.

Car-parking is probably the biggest head-ache for first time visitors! There is very limited parking close to the theatre. There are a number of unlimited street parking places on Westgate Street after 6pm. The nearest car-park is at the Manor House Museum.

By Bus - The Bus Station is on St Andrew's Street North, 10 minutes walk from the theatre. In addition to local services it is serviced by National Express coach connections from all over the country. Enquiries/Reservations: 01284 702020

By Train - Bury St Edmunds Railway Station is on Station Hill and is 20 minutes walk from the theatre, connecting to Cambridge, Ipswich and the London-Norwich line. Enquiries/Reservations: 08457 484950

Taxis

A1 Cars 01284 766777; Premier Cars 01284 704004; United Cars 01284 762288

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