

JOB DESCRIPTION & PERSON SPECIFICATION

Job Title:	Senior Media & Communications Officer
Department:	Marketing and Communications
Reporting to:	Head of Marketing & Communications

Position Summary

Create and develop communications campaigns that effectively sell and raise the profile of BOH's full artistic and engagement programmes. The postholder is expected to work closely with other departments to effectively deliver occupancy and sales targets and enhance the venue's reach, engagement, and profile through creative campaigns, partnerships, content, stunts, or other events. Working closely with the Marketing Campaigns Manager, the postholder will be expected to align targeted local and regional Communications, PR coverage and events with marketing campaign activity.

The postholder will be responsible for securing media coverage and interview opportunities, including but not exclusive to Radio, TV, Print and digital. The role will involve work with traditional media publications and platforms and will also lead on building the venues network of influencers within the local area.

JOB DESCRIPTION KEY ROLE RESPONSIBILITIES

- Working collaboratively with all venue departments, delivering powerful and effective communications campaigns that are closely linked to corresponding marketing plans.
- Maintain excellent long-term relationships and create new relationships with local press and media outlets and secure effective and appropriate coverage.
- Enhance the venue's reputation through both internal and external communications
- Build communications plans to help achieve agreed sales and audience targets and reporting.
- Serve as the main point of contact for producer PR agencies and promoters in the development and delivery of communications campaigns and take responsibility for identifying opportunities to increase coverage and show/venue profile.
- Issue press releases, features, competitions, photo calls and photographs to the media to achieve campaign objectives.
- Work with Head of Marketing and Communications to deliver communications campaigns to drive Buxton Opera House's Membership scheme and grow audience loyalty.
- Ensure all communications campaigns are efficient and focussed achieving key communication objectives as part of the Marketing and Audience Development strategy.
- Prepare media statements in a consistent tone of voice for the venue and support in spokesperson duties when necessary.
- Oversee the Marketing and Communications Officer (Audience Development) and Marketing and Communications Assistant in Communications and PR related activity for shows and participation activities

Arrange and attend regular learning and engagement marketing meetings to ensure activities are communicated appropriately and activity objectives and audience development aims are met.

- Supervise junior team members in the day-to-day management of Pavilion Arts Centre and one-night communications campaigns.
- Lead on the planning and delivery of Media events including photoshoots, press stunts, press nights and interviews, for example, Pantomime media day, requiring evening and weekend work.
- Use Google analytics and Meltwater media monitoring system to monitor communications campaigns, analyse performance and engagement.
- Support Head of Marketing and Communications with the production of three brochures per year.
- Build, manage and monitor the organisations social media strategy, working with the junior team members to create engaging content to appropriately promote our events and activities and raise the profile of the organisation.
- Deliver analysis and reports, and robust and meaningful campaign evaluation to demonstrate the effectiveness of communications activity and translate to learnings for future campaigns.
- Oversee the Marketing and Communications Officer (Audience Development) in the creation and delivery of all communications activity that supports BOH access initiatives including BSL signed, captioned, audio described, relaxed performances, dementia, and autism friendly guides with a focus on developing best practice in accessible marketing materials.
- Be responsive and available outside of core hours to support where required, such as a situation requiring crisis comms.
- Be an ambassador and advocate for BOH and promote BOH company values and behaviours internally and externally.
- Uphold the principles of, and adhere to, company policy and procedures relating to General Data Protection Regulations and to ensure that all data is dealt with in accordance with current legislation.
- Undertake any additional duties commensurate with the role at the discretion of the Line Manager.
- Comply with and uphold the principles of relevant legislation and company policies and procedures.

The postholder will be required to work across the business including, but not limited to: Buxton Opera House, Pavilion Arts Centre and the Trust's offices at No5 The Square. It is a requirement of Buxton Opera House that all staff work in a flexible manner compatible with their jobs and in line with the objectives of the company. The Senior Media & Communications Officer may be required to work weekends and evenings from time-to-time for which time off can be taken in lieu. Please note the job description for this position may be reviewed and amended to incorporate future business needs.

PERSON SPECIFICATION

Essential:

Experience

- Considerable and demonstratable experience of planning and delivering communications campaigns; generating ideas, driving process, and evaluating success.
- Demonstratable experience of audience development and increasing reputational awareness in local communities.
- Experience in Social Media management and content creation.
- Ability to analyse communication results to provide insight into future communications activity.
- Knowledge and experience of audience segmentation and box office ticketing systems.
- Ability to deputise in the department where required.
- Experience of working in a fast-paced environment, managing multiple projects at once.

Skills and Knowledge

- Exceptional interpersonal skills and the ability to manage relationships with journalists, producers, cast members and other partners.
- Strong planning and organisational skills and attention to detail.
- Excellent communication skills both written and verbal.
- Proficient in copywriting, sub editing and proof reading.
- Computer literacy (specifically MS office and website CMS systems).
- Highly numerate and analytical in regard to trends, sales, audience data and budget management.
- Knowledge of the High Peak area and/or challenges of working in rural community settings.
- Ability to work independently and as part of a team
- Creative problem solver and confident decision maker.
- Experience of working with other partners and suppliers to tight deadlines.
- Absolute attention to detail.
- Ability to deputise in the department where required.

Education, Training and Qualifications

- Educated to A level standard or equivalent

Personal Attributes

- Commitment to achieving high standards in all areas of work
- Excellent planning and communication skills
- Enthusiasm for theatre and the arts
- Flexible approach to working, including the ability to work unsociable hours in the evening and at weekends.
- Ability to work on multiple projects with conflicting deadlines.
- Good team player.

Desirable:

Experience

- Experience of working in media communications specifically within the arts and culture environment.
- Experience of effective crisis management.
- Existing contacts and relationships with press and influencers within the region.

Skills and Knowledge

- Knowledge and experience in the use of Spektrix and Audience profiling.
- Working knowledge of Data Protection/GDPR

Education, Training and Qualifications

- Educated to degree level or equivalent.

SUMMARY OF TERMS

Contract	Full time, permanent (37.5 hours per week)
Salary	Up to £28,500 per annum (depending on experience)
Probation period	6 months
Pension	Auto enrolment
Holidays	25 days plus 8 days bank holiday per annum
