



JOB DESCRIPTION.

JOB TITLE: Press & PR Officer
REPORTS TO: Press & PR Manager
DEPARTMENT: Communications

BACKGROUND

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity and excites learning to make Shakespeare accessible for all.

The Communications Department is responsible for:

- looking after the Globe's brand and reputation,
- raising awareness of Shakespeare's Globe and its broad-ranging work across all departments with local, UK and international audiences/markets,
- increasing visitor/audience numbers and audience diversity,
- driving increased financial yields and revenue from these audiences, and
- liaison with local resident, business and cultural communities.

PURPOSE OF JOB

- To act as the initial point of contact for the vast majority of the Globe's media enquiries.
- Work alongside the Press & PR Manager on tasks ranging from casting announcements and storytelling festivals to large-scale film shoots, in order to enhance the Globe's reputation and champion the Globe's work to a wide range of audiences.

PRINCIPAL RESPONSIBILITIES

- Manage initial media enquiries received by the Globe in a swift and efficient manner.
- Help to create and manage proactive media campaigns for the Globe's theatre season and education programme of work, raising the profile of the Globe's work in regional, national, international and specialist trade media.
- Take the lead on several education press campaigns including the Globe's annual family literary festival, Telling Tales, Read Not Dead performances and Research in Action workshops.
- Act as spokesperson for Shakespeare's Globe with prior approval.
- Be responsible for the ongoing management of requests to film on site, applying and administrating the relevant charges as necessary.
- Coordinate theatre and education events such as press nights, launch events and panel discussions. This could include sending invitations to press, collating RSVPs, approaching possible speakers, liaising with artist management and external publicists, organising catering, booking spaces etc.
- Monitor digital channels for industry commentary, PR opportunities and networking prospects, in consultation with the Digital team.
- Supporting the Press & Publications Assistant in responding to ad hoc requests for press images and image licensing.
- Support all media visits on site.

- Monitor and communicate media exposure to relevant people, record any tangible output and use this information to influence future campaigns.

PERSON SPECIFICATION

Essential

- Proven experience of working in a press and PR environment.
- Excellent communication skills with the ability to deal effectively with a range of people at all levels and their requirements.
- Good organisational skills with the proven ability to meet deadlines whilst maintaining accuracy.
- Proactive and creative approach to media campaigns.
- Demonstrable knowledge of today's media landscape.
- Proven ability to network and build relationships with the media.
- Proven ability to develop and maintain good working relationships with colleagues, partners and stakeholders.
- Experience of working as a supportive team member.
- Demonstrable experience of dealing successfully with difficult media enquiries.
- The ability to work outside of standard office hours and to be on call as required at weekends and in the evenings to handle media enquiries.

Desirable

- Demonstrable passion for theatre and the work of the Globe.
- Experience of working with film crews and an awareness of the benefits of location exposure.

RECRUITMENT INFORMATION AND TERMS AND CONDITIONS

Permanent Full Time (happy to discuss flexible working and job shares)

[A full set of terms and conditions will be supplied with a contract of employment]

Hours:	35 hours per week exclusive of lunch breaks. Additional hours at evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.
Salary:	£24,094 per annum
Holiday:	The annual holiday leave is 25 days per calendar year plus Bank Holidays.
Benefits:	Discount in the Globe shop and onsite restaurants/cafes; free entry to Shakespeare's Globe Exhibition and to selected Education events; access to our free employee assistance programme via phone line and website; season ticket loans available; eye test scheme; SGT will auto-enrol eligible staff into a pension scheme, with required employer contributions.

This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes.

As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.