

# JOB DESCRIPTION.

<b>JOB TITLE</b>	<b>Senior Press Officer</b>
<b>REPORTS TO</b>	<b>Head of Press and PR</b>
<b>DEPARTMENT</b>	<b>Press and PR</b>

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## 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.

## PURPOSE OF JOB

The Senior Press Officer implements a Press and PR strategy to support all elements of the work of The Shakespeare Globe Trust.

## PRINCIPAL RESPONSIBILITIES

- Work proactively with all departments across the Globe to develop and deliver a PR strategy across the year, to maximize PR coverage and enhance the reputation of the Globe's work.
- Support and where relevant, lead work agreed with the Head of Press & PR to work effectively as a team to promote the Globe's activities and mission.
- Develop good relationships with the media to strategically support the PR activities for the Globe.
- Drafting and distributing press releases, such as casting and season announcements. Pitching and arranging interviews with cast members and Globe spokespeople.
- Arrange photography for activities including rehearsal and production photography, and to ensure contracts are handled properly and the work is done in a timely manner.
- Respond in an efficient and timely manner to requests from journalists.
- Identify appropriate spokespeople as situations demand to ensure the Globe is represented fully by a range of relevant people.
- Support the Head of Press & PR with maintaining the Crisis Communications Strategy with up-to-date information for key team members to react in a crisis.
- Be responsible for and organise requests for filming and photoshoots and various onsite visits such as filming, recces, photoshoots, etc.
- Coordinate press nights, handling RSVPs and general organisation for invitation of media on site, to keep good relations with the media and ensure access to relevant people.
- Liaise with publicists and managers of artists to ensure good organisation and relationships with artists.
- Work with internal and external stakeholders at all levels, including Trustees and sponsors.
- Issue and process invoices for external suppliers.

## PERSON SPECIFICATION

- Experience of working in a Press and/or PR environment, within the performing arts, education or not for profit sectors.
- Demonstrable ability to handle print, broadcast, and specialist media, as well as develop and implement media strategies and events.
- Strategic and proactive thinker and problem solver.
- Excellent verbal, written communication, interpersonal and organisational skills.
- Internal and external multi-stakeholder management experience.
- Ability to work under pressure and to strict deadlines.
- Drive, flair, and imagination.
- Self-motivated team player.
- Willingness to work outside normal office hours and to be on call as required at weekends to handle media enquiries and filming events.
- Strong and effective administration, organisational and MS Office skills.
- The ability to relate to people at all levels.

## Embodies these essential Globe ways of working:

- Committed to the principles of equality, diversity and anti-racism and able to implement these within all areas of work.
- Supportiveness to others.
- Thoughtfulness, reflecting, and problem solving.
- Influencing and communicating with others.

The post holder must at all times carry out their responsibilities with due regard to Shakespeare's Globe's Policies and Procedures.

## RECRUITMENT INFORMATION AND TERMS AND CONDITIONS

### Permanent / Full-Time (Happy to talk flexible working)

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

**Hours:** 35 hours, 5 days per week, exclusive of meal 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:** £29,500 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 selected shows, events and activities, access to our free employee assistance programme via phone line and website; family friendly policies including enhanced maternity and shared parental leave pay; season ticket loans available; eye test scheme; flu vaccination scheme; cycle to work scheme; Littlebird exclusive discount; enhanced employer pension contributions after 12 months service.

**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.**