

Job Description: Communications Officer

Department Communications & Digital

Responsible to Head of Communications

In consultation with the Head of Communications and PR and Publications Manager:

- To deliver integrated Communications campaigns (Marketing and PR) across multiple venues for Northern Ballet's main and mid-scale tour, ensuring campaigns are on-time, in-budget and aligned with the Communications strategy
- To write copy for a range of sources including, but not limited to, direct mail letters, press releases and the Northern Ballet website
- To manage individual design and print projects (direct mail, print and online adverts), including copywriting, creating design briefs, proof-reading and managing the sign off process
- To work closely with other members of the Communications team to ensure cross-over opportunities between regions, venues and our digital work are exploited
- To work with Northern Ballet's advertising agency to plan and manage advertising activity (online, print, outdoor etc.) for your allocated venues
- To proactively plan, generate, manage press campaigns and attend press opportunities for your allocated tour venues including interviews and photo-calls
- To oversee Northern Ballet's press cuttings distribution and archive, press contacts database, press images and press boards
- To create positive and productive working relationships with your allocated Northern Ballet tour venues to ensure campaigns are well-supported and that Northern Ballet's communications objectives are effectively met
- To nurture existing, and develop new, positive working relationships with regional journalists and PR contacts
- To attend communications and Company events as and when necessary including managing regional press nights on tour
- To assist the Media & PR Manager with all aspects of the production of Northern Ballet's tour programmes including collating, writing and editing copy
- To assist the Media & PR Manager in managing film-makers and photographers when appropriate
- To ensure venue evaluations and post-performance surveys are conducted in a timely manner and that findings are regularly interrogated

- To contribute content to the Northern Ballet website and social media, and take specific responsibility for ensuring that Northern Ballet events are properly represented on your allocated venue websites and that all digital resources are used
- To provide communications support to Northern Ballet's Learning Department
- To assist with communications work for Leeds Dance Partnership
- Any other duties as reasonably required for the effective running of the department.

This list of responsibilities is not exhaustive and the employee may be required to perform duties outside this brief, as operationally required and at the discretion of management.

Person Specification

Essential

- A minimum of 18 months experience working with Communications campaigns
- Hands-on experience of a range of marketing and PR techniques such as direct mail, press activity and print and online advertisements
- Strong Microsoft Office skills (Word, Excel, Outlook and PowerPoint)
- Strong copywriting skills with the ability to adapt your tone for different channels such as press releases and direct mail letters
- Experience of working with designers, printers and mailing houses
- Exceptional verbal communication skills, with the ability to enthuse stakeholders about the Company and influence decision-making
- Experience of building relationships on different levels, with a natural ability to build new and develop and manage existing relationships with key stakeholders, such as journalists and venue communications staff
- The ability and willingness to travel to press events and to work evenings and occasional weekends as and when required
- A team player who openly communicates about your work and looks for opportunities to maximise integrated working
- An ability to follow instruction but also to work on your own initiative to get things done, managing priorities as appropriate for the needs of the organisation
- An organised and professional approach to your work
- A calm, confident and friendly persona
- A genuine passion for the arts.

Desirable

- Experience of working within an arts organisation
- Experience of working with advertising agencies to book and plan campaigns
- Experience updating web content.

Closing Date: 3 November

Interviews: week commencing 8 November (via Zoom)

Application form: <https://hr.breathhr.com/v/communications-officer-19211>

Equal opportunities form:

https://forms.office.com/Pages/ResponsePage.aspx?id=kiybkTtJZEGj4k_8636-evumevgkAZZBtAtlKnHtkT5UQTRHOFkzVzBRNTMzWFhNQVZQQUIYNDNOVi4u

Northern Ballet strives to understand, respect and champion diversity in all its forms and believes in embracing diversity within our workforce, repertoire and practices. We welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from groups who are under-represented in our organisation. This includes, but is not limited to, people of African or Caribbean heritage, people of South, East and South East Asian heritage and disabled people.