



NEW VIC

**Media and Communications Officer
(Part Time Job Share)**

Information Pack
December 2024

Welcome

We are seeking a positive, proactive individual with excellent communication skills to join our award-winning theatre-in-the-round as part of a job share opportunity.

The successful candidate will have exceptional copywriting skills with the capacity to manage a busy and varied workload, excellent interpersonal skills and a passion for theatre and communications.

The deadline for applications is **Thursday 9 January 2025 at 10am.**

Interviews will be held **w/c 20 January 2025**

We hope that this pack will answer all your questions, but if there is anything else you would like to know about the role or working at the New Vic, please do get in touch on 01782 381371 or by email at recruitment@newvictheatre.org.uk

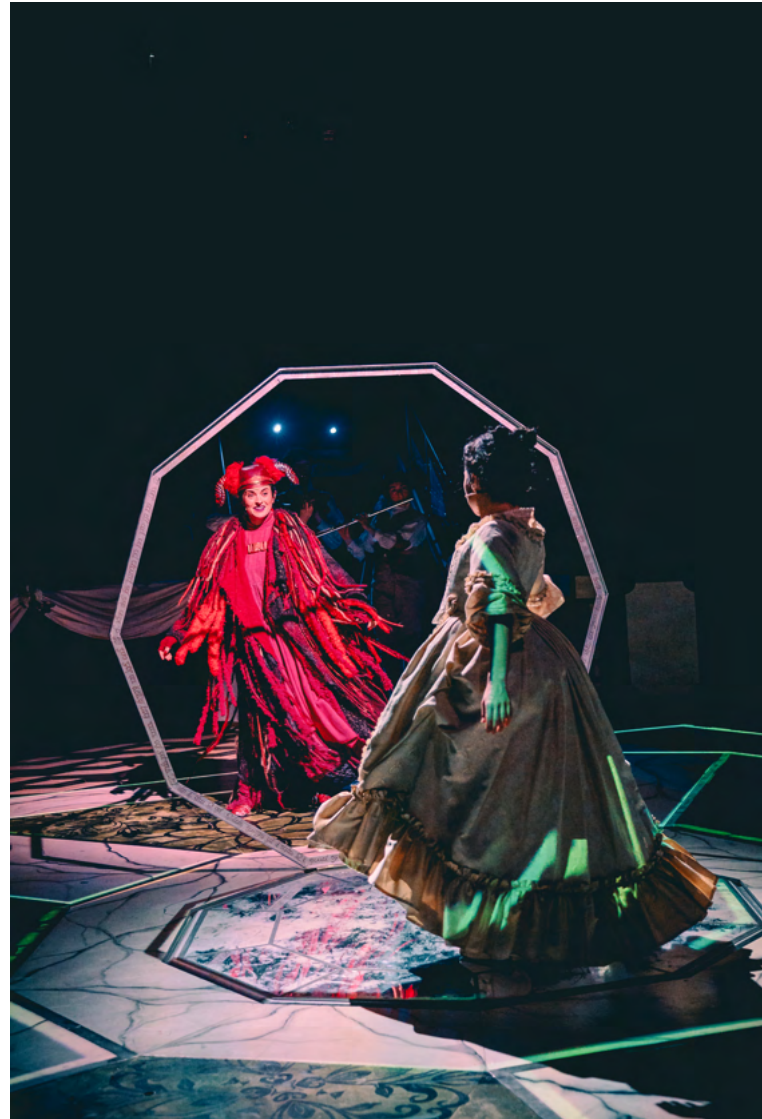


Department Information

As one of the country's most successful producing theatres, the New Vic welcomes over 180,000 people through its doors each year and delivers a programme of world-class work made with local audiences in mind. Our in-house programme of work, which sees us produce around 8 shows a year, is complemented by award-winning community programmes and education work.

Our Marketing Department are responsible for communicating every aspect of our work to local and national audiences. With a busy and varied workload, the 7-strong Marketing team work closely with every department across the theatre to promote and share news about the organisation and our programme of work to new and existing audiences. No two days will be the same in this role as you help craft communications for a whole range of stakeholders, audiences and participants from our local area and beyond.

We are passionate about making great theatre for everyone and with a particular focus on developing relationships with local media and garnering widespread media coverage for the charity's work, this will be a fast-paced, hugely rewarding role to work in, situated in a creative, dynamic organisation.



Media and Communications Officer

Responsible to: Head of Marketing & Communications

Reports to: Head of Marketing & Communications

Purpose of Position

The Media and Communications Officer (job share) role works as part of the Marketing team with key responsibility for building relationships with local media, liaising with internal departments on stories and working to garner widespread media coverage for the theatre's work. The role will work closely with the Head of Marketing and Communications to develop communications helping to help raise wider awareness of the New Vic's work in the community and as a charity, and promote ticket sales for performances.

Primary Responsibilities

- To work with the Head of Marketing and Communications to implement the New Vic's communications plan
- To identify opportunities, and develop communications, to raise awareness of the New Vic's work as a charity across all forms of media (incl. social media)
- To develop and implement timely media campaigns for all New Vic and touring productions, working towards achieving widespread media coverage and achieving sales objectives in conjunction with marketing colleagues
- To maximise opportunities for positive news coverage for the New Vic's work in the community by proactively working in conjunction with internal departments, including Borderlines and Education teams, to ensure a consistent level of presence for the New Vic's outreach work both on New Vic digital platforms and in external media publications
- To communicate and work effectively with your job share colleague.
- To work with the theatre's national press consultant to support the New Vic's national press communications
- To liaise with local media contacts to explore, pitch, follow up and secure features and interviews in both long-lead and short-lead publications and media, in a timely fashion
- To liaise with our Stage Management team, acting companies and external contacts, setting-up interviews, photocalls and filming requests for local media as required
- To chaperone interviews and reviewer visits for New Vic media activity
- To write press releases for the New Vic, and where required, to undertake and write up interviews and features with actors, creative team members and internal staff for use in the media, on the New Vic website and in New Vic brochures and programmes
- To write influential and fluent copy for both print and digital communications, aimed at specific audience groups
- To assist the Marketing team with proofreading of publicity materials, i.e. brochure
- To host press night events, organising invitations to local media and managing the RSVPs from reviewers
- To arrange production and rehearsal photography, and photocalls, of New Vic productions, liaising with internal staff and external photographers, and acting as point of call for photographers during dress rehearsals
- To keep abreast of news pieces about the New Vic, and of interest in the local area/arts industry, communicating updates to the Head of Marketing and Communications and other colleagues
- To keep abreast of news, and look for opportunities to engage with key activity both locally and nationally, both in online and offline materials

- In conjunction with the Head of Marketing and Communications, to maintain good communicative relationships with key stakeholders of the organisation, including Arts Council England and other key funders
- To maintain an archive of press clippings, sharing coverage with internal colleagues and touring companies as appropriate
- To produce all material in a timely manner, working with colleagues to achieve scheduled deadlines, proactively keeping up-to-date with news and opportunities from within the organisation and reacting quickly to any external news opportunities
- To build and maintain positive and productive working relationships with local media, suppliers and internal colleagues, ensuring effective communications both internally and externally
- To attend and participate in internal marketing meetings, contributing to the broader work of the department, and other organisational meetings as required
- In conjunction with Marketing colleagues, attend New Vic and touring in productions on opening nights/press nights

Other

- To act as a brand ambassador for the New Vic, maintaining brand consistency across all forms of communications
- Support, and wherever possible, promote and contribute to the equality, diversity and inclusivity of the New Vic
- Ensure familiarity with relevant Health and Safety procedures and take active responsibility for personal health and safety, and that of colleagues
- Abide by New Vic policies and procedures, such as the theatre's IT policy, keeping up-to-date with any additions or changes to in-house policies
- To undertake any other duties as may reasonably be required within the level and scope of the post from time-to-time by the Senior Management Team



Person specification

These are the qualities we are looking for in our Media and Communications Officer.

Essential Criteria

- Relevant previous experience of work within Media and Communications
- Excellent interpersonal skills, with the ability to interact with a range of people on all different levels
- Excellent writing skills, with the ability to adapt writing styles for different audiences
- Excellent communication skills, with experience of reporting to senior colleagues
- Ability to work on own initiative, as well as part of a team
- Capacity to manage a busy workload, while remaining calm under pressure
- Good organisational, planning and administrative skills, with a proven track record of working to tight deadlines
- Good understanding of social media channels and confidence to use them
- Excellent IT/MS Office skills, specifically Outlook, Word and Excel
- Confident persona, with the ability to operate tactfully, using good diplomacy skills
- Demonstrable interest in theatre and the arts
- Flexible, positive, pro-active, can-do attitude

Desirable Criteria

- Educated to degree level, or has relevant equivalent experience
- Experience of working in a theatre/arts environment
- Professional writing experience in a relevant sector
- Experience of working in a customer facing environment

Media and Communications Officer

Terms and Conditions

Contract

This role is offered on a part time, permanent basis as part of a job share.

Salary

The salary for the post is £26,644 (£13,322 pro rata) per annum. The salary is paid monthly in arrears.

Hours of Work

The normal hours are 20 per week. Whilst flexibility is required regarding start and finish times, your working hours will normally be:

- Wednesday 1.00 - 5.00pm
- Thursday & Friday 9.30am - 6.00pm

As part of the role involves attendance at guest/press nights and events, you will be required to work some evenings and Saturdays. We will always give reasonable notice of when these will be.

Any hours in addition to your normal hours are to be agreed in advance with the Head of Marketing and Communications. Where the number of hours worked in any 4 week period exceeds the contractual hours, then time off in lieu at single time will be given. Overtime is not applicable to this post.

Holiday Entitlement

The holiday entitlement for this post is 80 hours per annum plus bank holidays. This is based on a full-time equivalent of 4 weeks plus bank holidays pro rata.

This will increase to 88 hours plus bank holidays pro rata following 3 years service and 100 hours plus bank holidays pro rata following 5 years continuous service.

On bank holidays not worked, hours of leave will be deducted from your annual leave entitlement.

The holiday year runs from 1 April to 31 March.

Probationary period

The probationary period for this post is 6 months. The notice period during the probationary period is 2 weeks. Following successful completion of the probationary period the notice period is 4 weeks.

General

All eligible staff are automatically opted in for the New Vic's basic pension scheme under auto enrolment legislation.

All offers of employment are subject to the candidate being able to provide suitable proof of their eligibility to work in the UK, references and medical declaration.

Work Location

The role will be based at the New Vic.

*'Staffordshire's New Vic proves what a regional theatre with ambition and imagination can do'.
The Guardian*

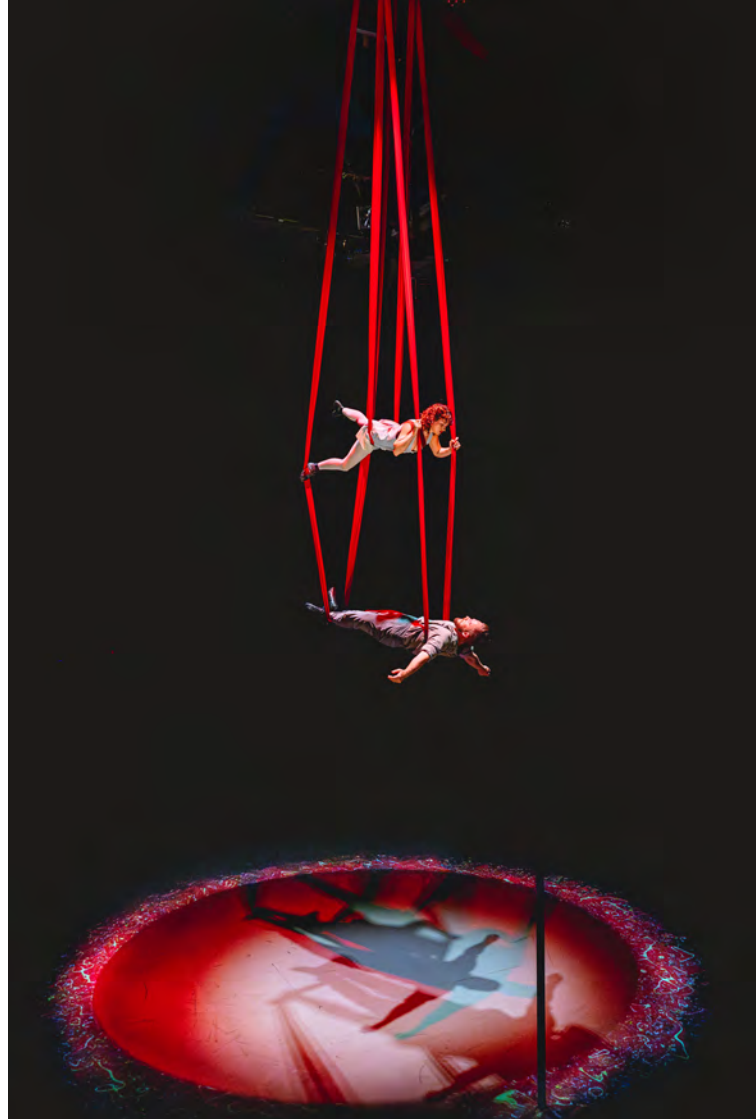
The New Vic is unique. The first purpose-built theatre-in-the-round in Europe and a ground-breaker in the integration of professional theatre-work with an extensive community and education programme, we make theatre that is valued by local audiences and recognised nationally and internationally.

We believe in the power of theatre to change lives. We also believe that everyone should have access to great theatre and on average 180,000 people visit the New Vic each year.

The New Vic has forged a national reputation for producing first class theatre. We have a full in-house creative team, including costume, scenic workshops, lighting, sound and design.

Our extensive community and education programmes reach over 25,000 people annually, with award-winning New Vic Borderlines, and New Vic Education departments ensuring we are key to the cultural life of the region. Alongside this the theatre leads Appetite, an Arts Council England Creative People & Places programme, to engage more people in Stoke-on-Trent and North Staffordshire in the arts.

The New Vic is a registered charity with a turnover of £5 million and operates thanks to a unique partnership between Arts Council England, Newcastle-under-Lyme Borough Council and Staffordshire County Council.





'a dark and dynamic production, ravishing in both senses'
The Guardian on *The Company of Wolves* (2024)



'an entertainingly frightening ride'
The Stage on *The Haunting* (2024)



'exemplary staging outdoes the original'
The Observer on *One Man, Two Guvvors* (2024)



**'the New Vic's usual level of inventive stagecraft magic... makes this an
entertaining, attention-grabbing visual treat'**
The Stage on *The Nutcracker: A Christmas Fairytale* (2023/24)



'an inventive, tongue-in-cheek reinvention of the story'
The Telegraph on *The Killing of Sister George* (2023)



'a sublime theatrical rabbit hole'
**'Theresa Heskins matches the imagination of Lewis Carroll with a theatrical
inventiveness of her own'**
The Guardian on *Alice in Wonderland* (2022/23)

Applying

The New Vic aims to attract, develop and retain the best talent for all roles and will always appoint based on merit. We consider that diversity is good for the art we make, good for artists, good for audiences, and good for the cultural sector.

The New Vic is an equal opportunities employer. We value diversity in our workforce and positively encourage applicants from all sections of the community, particularly applicants under-represented across the arts workforce, especially applicants with a disability, applicants who are LGBTQIA+ or applicants of African or Caribbean heritage, South, East and South-East Asian heritage or anyone who experiences racism.

How to apply

Please forward your CV and a covering letter giving a brief outline of why you think you would be suitable for this role and how your skills match the person specification to recruitment@newvictheatre.org.uk using the subject line Media and Communications Officer, or post them to Administration Department, New Vic Theatre, Etruria Road, Newcastle-under-Lyme, Staffordshire, ST5 0JG.

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We want to make sure that our application process is accessible to everyone, so please do tell us if you need any of this information in another format (e.g large print, audio).





New Vic Theatre, Etruria Road, Newcastle-under-Lyme, Staffordshire, ST5 0JG Stoke-on-Trent & North Staffordshire Theatre Trust Ltd. Company registration number: 911924. Charity registration number: 253242. The New Vic Theatre operates thanks to partnership between the Arts Council England, Newcastle-Under-Lyme Borough Council and Staffordshire County Council.