**Job Description**

**Responsible to:** Head of Communications

**Overall Purpose**

In consultation with the Head of Communications, you will develop and manage national and international media campaigns in order to increase awareness of National Theatre of Scotland and all our activities.

**Key Responsibilities**

* To maximise positive media coverage of our productions and activities through proactive media engagement and management.
* To support the Audience and Media Team to ensure organisational targets in audiences, income, profile, coverage and corporate image are achieved.
* To collaborate with the Head of Communications in the creation and delivery of tactical media plans for us and to implement day to day operational plans.

**Main Duties and Responsibilities**

* To take responsibility for the implementation of PR campaigns
* To maintain and develop a wide range of contacts and positive relationships at a regional, national and international level across traditional and online media platforms including broadcast, digital, and print.
* To maintain excellent relationships with venue, partner, funder and government media officers and external publicists.
* To organise photo-calls, interviews and other press, broadcast and online media requests including supervision of same.
* To support the Head of Communications research, write and distribute press releases for local, national and international media
* To contribute to creative campaign planning within the Audience and Media team
* In consultation with the Head of Communications to write copy about us and our programme of work for a number of outputs and platforms, including our website, e-news, marketing materials, social media, digital posts and corporate publications, as required
* To maximise referrals to our website from media websites.
* To create and manage PR campaign plans and reports
* To provide copy editing and proofreading services for other written materials as required
* To maintain and keep updated our media databases to create lists and reports from the media software
* To monitor all forms of media coverage and compile, distribute and file press cuttings.
* To assist with the organisation of media events
* To assist with the management of the day-to-day activities of the press office including dealing with enquiries, picture and ticket requests and maintaining the press area of our website
* To collate and disseminate relevant media material for artists, company members, colleagues, board members, funders and any other stakeholders, within copyright regulations.
* To be present at Opening Nights and other media events as necessary.
* To deputise for the Head of Communications as required.
* Any other duties as required by the Line Manager.

## Organisational Requirements

* Be actively committed to ensure that everyone we connect with is treated with respect and dignity and work to create an environment in which a diversity of backgrounds and experience is valued.
* Work towards the achievement of our organisational goals
* Take part in organisational projects as required.
* Maintain a high standard of customer care
* Use ICT applications to service the post’s administrative needs
* As the post holder may be the first point of contact for many external organisations and individuals, remain up to date with, and aware of, developments within National Theatre of Scotland and its work.
* As the post will require handling, processing and recording of restricted information, confidentiality is required to be maintained at all times.
* Attendance at our performances and those of other companies, to develop and maintain an understanding of developments within the company’s work and the wider sector
* Comply with our Health and Safety Policy and statutory regulations

**Person Specification**

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| Skills and Experience | **Essential** |
| Good understanding of the changing media landscape | √ |
| Experience of working within the live performing arts   | √ |
| Strong knowledge of the arts, theatre industry, theatre-related media | √ |
| Ability to build strong relationships with journalists, media influencers andStakeholders | √ |
| Highly developed written and oral communications skills, including excellentand accurate copywriting | √ |
| Ability to prioritise a busy and varied workload and work at a fast pace | √ |
| A genuine enthusiasm for arts and theatre in all its forms and commitment to wider access and participation in the arts | √ |

**Terms and Conditions of Employment**

**Annual salary:** £23,491 per annum

**Status:** Fixed Term contract to 31 March 2022

**Holiday Entitlement:**  34 days per annum (including public holidays) for full time staff

**Probationary period:** 3 months

**Notice period:** 1 month

**Pension:**   We make an 8% contribution into our group personal pension plan on condition that the employee makes a minimum contribution of 4%.

**Place of Work:** Based in our office in Glasgow but will be expected to attend events, performances and briefings wherever our presence will be expected.

**Hours of work:** 35 hours per week and as necessary to fulfil the scope of responsibilities within the post, including attendance at National Theatre of Scotland performances and meetings out with office hours.