

JOB DESCRIPTION

COMMUNICATIONS OFFICER

ABOUT ROSE THEATRE

Rose Theatre is the largest producing theatre in South West London.

With over 150,000 visitors a year, the Rose enjoys artistic and critical acclaim from its own productions and co-productions. Following a redevelopment project supported by charitable donations, our 750-seat auditorium has a refreshed ground area with new seating. Our extraordinary community arts venue also boasts a state-of-the-art studio theatre, numerous public spaces including the Rose Bar & Café and a large Gallery space that is currently undergoing refurbishment.

Job title:	Communications Officer
Department:	Marketing & Communications
Responsible to:	Head of Marketing & Communications
Salary:	£23,000 - £25,000 dependent on experience
Location:	Kingston. Flexible working is available.
Hours:	Full time, permanent.
Holiday:	28 days pa plus Bank Holidays
Notice period:	6 weeks, after a probationary period of 3 months
Benefits:	Complimentary show tickets 25% off food and drink at the Rose Café NOW Pension Scheme Ride to Work Scheme Season Ticket Loan

Chief Executive
Robert O'Dowd

Advisory Associate Director
Sir Trevor Nunn

Artistic Director
Christopher Haydon

Rose Associate Artists
Jane Asher, Niamh Cusack, Melly Still & Lucian Msamati

 @RoseTheatreKingston

 @RoseTheatre

 facebook.com/rosetheatrekingston

OVERVIEW OF THE POSITION

The Communications Officer will play a pivotal role in the delivery of Rose Theatre's social media, PR and communications campaigns. Reporting to the Head of Marketing & Communications and working closely with Rose Theatre's PR agency, the Communications Officer will work to develop and deliver creative, impactful communications campaigns that achieve sales targets and engage audiences. The role will work as part of the marketing and communications team to support, shape, sustain, and enhance the profile and reputation of productions and events at Rose Theatre.

DUTIES AND RESPONSIBILITIES

Media & External Relations

- Identify and develop PR opportunities for all aspects of Rose Theatre's work on and off stage.
- Write and distribute press releases, photography and media packs.
- Liaise with journalists by phone, email and in-person to arrange, confirm and co-ordinate interviews, reviews and media calls.
- Service general press enquiries by phone and email, fielding and dealing with requests as appropriate.
- Attend press interviews with artists and creative personnel as required, ensuring they are briefed and other requirements (costume and make-up, refreshments) have been organised as needed.
- Organise and deliver PR events, including press nights, cultivation events and season/event launches.
- Nurture and maintain an up-to-date database of regional and national media contacts.
- Work closely with external PR agencies to maximise opportunities.
- Host photographers and film crews around the theatres as required.
- Monitor and evaluate the impact of media coverage.

Social Media & Digital

- Support the Head of Marketing & Communications in the creation and delivery of dynamic and coherent communications campaigns for the theatre, Learning & Participate team, Bar & Cafe, events/hires and Development departments ensuring a consistent brand message across all platforms.
- Take ownership of all Rose social media platforms and curate original, dynamic content and ensure that all output adheres to the house style guidelines.
- Work internally with the marketing & communications team and externally with creative/digital agencies to develop high quality digital content that is accessible and inclusive.
- Reporting to the Head of Marketing & Communications, plan effective and impactful social media campaigns.
- Manage paid social media campaigns providing key insight and reports for the wider marketing and communications team.
- Respond to customer queries in a timely fashion across social media platforms.
- Create an influencer outreach strategy, managing these relationships effectively.
- Monitor, analyse and evaluate the impact of social media activity to optimise campaigns and inform future strategy.
- Keep abreast of technical and social developments in order to advise the department and organisation on changing trends in digital marketing and new channels.

Corporate Relations & Events

- Work with the Head of Marketing & Communications and colleagues in the Development department to identify and cultivate new corporate relationships, seeking opportunities for cross-promotion and audience development.
- Maintain good relations with key stakeholders and existing businesses, providing updates when required.
- Coordinate and project manage promotional events as part of Rose Theatre's publicity activities, such as partner retail display and Kingston's Christmas lights switch on.

Audience Development

- Work towards promoting diversity, inclusion and access for all.
- Ensure that the diverse nature of Rose Theatre's work and audiences is truly reflected in all images and communications materials/channels.
- As a brand ambassador ensure that all Rose materials and audience touch-points are of a consistent and high quality reflecting the brand of the Rose.

PERSON SPECIFICATION

Essential

- Demonstrable experience of working in a communications role
- Proven ability to write impactful targeted copy for diverse audiences across a range of platforms
- Demonstrable success in securing media coverage
- Demonstrable success in delivering impactful social media campaigns
- Experience of managing paid social media campaigns.
- Confident user of Microsoft Office (Word, Excel, Outlook, Powerpoint)
- Self-motivated and able to work flexibly as part of a small team managing multiple priorities.
- Excellent oral and written communication skills.

Desirable

- Experience of working in the arts, heritage, hospitality or charity sector.
- Knowledge of Google Analytics, SEO and paid-for digital advertising.
- Understanding of content management systems, such as Drupal.
- Understanding of e-marketing tools, such as Dotdigital.
- Experience of video production and captioning.
- Evidence of a commitment to continued professional development

Please note this job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indicating the main areas of activity and may be amended in consultation with the post holder as the role develops and/or priorities and requirements change.