



Senior Press Officer

About Sadler's Wells

Sadler's Wells is a world-leading arts organisation, dedicated to presenting, producing and touring dance made today in all its forms. Sadler's Wells commissions, presents and produces more dance than any other theatre in the world – from tango to hip hop, ballet to flamenco, Bollywood to cutting-edge contemporary dance. With an innovative, year-round programme of performances and learning activities, this is the place where artists come together to create dance, and where we welcome everyone to experience dance and be inspired.

Dance has the ability to connect with people both intellectually and emotionally and Sadler's Wells' vision is that dance is part of everyone's life. We want to make sure that dance continues to have something new to say but also that it continues to stimulate the way we think about the world around us.

Over half a million people come to our theatres in London each year, with many more enjoying our touring productions at partner venues across the UK and in cities around the world. Sadler's Wells Theatre has been located in Islington since the 17th century. Our modern day theatre comprises a main auditorium (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsal studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' staff.

Our second theatre building and West End home, the Peacock (1,000 seats), is subject to a unique agreement whereby Sadler's Wells and the London School of Economics jointly manage it, with the LSE presenting its lectures to students during the day and Sadler's Wells presenting theatre at night.

Future Plans

Plans are underway for the development of a fourth venue in east London's Queen Elizabeth Olympic Park. Sadler's Wells' new space will be located on the Stratford Waterfront site, opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum. The site will form part of a new cultural and education district, which will also include a major new University College London (UCL) campus and have direct links to the creative communities already based in east London.

Sadler's Wells' new space will house a 550-seat mid-scale theatre, as well as facilities for a choreographic centre and a hip hop academy, all planned to open at the end of 2022.

The Department

The Press Office is one of the external affairs departments, led by the Executive Director. The Press team devises and implements press campaigns for individual productions at Sadler's Wells, advises visiting companies and external agencies where applicable and contributes to the work of the department and the key communication objectives of the organisation.

The Role

The principal responsibility of the Senior Press Officer is to generate editorial coverage across all platforms for all of Sadler's Wells' activities and to play a dynamic role in all the campaigns and duties of a busy communications department, and to line manage the Press Assistant. There is also a particular focus on promoting our Learning & Engagement activity.

The Senior Press Officer reports to the Senior Press Manager, and deputises for the Senior Press Manager in periods of absence.

Key Responsibilities

- Devise and implement strategic and effective press campaigns in support of productions and all areas of Sadler's Wells' activity across a wide range of media including print, broadcast and digital
- Keep abreast of developments in the media and use awareness of the news agenda to maximise coverage potential
- Line manage the Press Assistant; support, motivate and lead for areas of responsibility.
- Deputise for the Senior Press Manager during periods of absence
- Lead on developing and delivering a press strategy for the work of the Learning & Engagement team, in collaboration with the Senior Press Manager, Head of Media Relations and the Director of Learning & Engagement.
- Liaise closely with other departments such as Producing and Touring, Events, Marketing, Development and production sponsors where applicable, developing and implementing specific campaigns in support of their objectives
- Contribute to generic communication campaigns and to the corporate strategy to raise the profile of Sadler's Wells

- Work closely with the marketing department and liaise with visiting companies about social media opportunities and strategies, taking the lead on or supporting arranging events for social media bloggers/ vloggers where appropriate
- Develop positive relations with journalists and broadcasters across all media platforms
- Work closely with visiting company press departments and with outside press representatives and agencies to support and maximise the effectiveness of their media activity
- Research, write and distribute press releases for all areas of Sadler's Wells activity
- Coordinate press trips, photocalls, interviews, filming, press conferences and press nights and events as appropriate
- Host press nights at Sadler's Wells and coordinate media nights or celebrity events for key productions where appropriate
- Liaise with the Society of London Theatres to avoid clashes of press nights and photocalls
- Contribute to the development and maximise use of media database software
- Commission production photographs for new work where appropriate
- Work on other projects and activities within the department as required and to play an active role in achieving the aims and targets of the organisation in line with the strategic plan
- Carry out administrative work generated by the above activities
- Control relevant budgets and ensure all financial and policy matters are managed in strict accordance with Sadler's Wells' policies and procedures
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equality, Diversity and Inclusion, and Health and Safety Policies. This may include providing assistance with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premises

THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.

What we are looking for

The successful applicant will demonstrate the following skills, experience, and personal qualities:

Essential

- Substantial arts press officer experience to include:
 - Devising and executing strategic, bold, creative and high-profile campaigns
 - Media contacts at all levels including national press
 - Experience across a wide range of media including print, broadcast and digital
- Excellent written and verbal communication and interpersonal skills, and ability to disseminate cross-departmental activity information for strategic campaign purposes
- A confident, flexible, self-starting approach, and strong team work skills
- Ability to multi-task, work under pressure and to tight deadlines
- An active interest in the performing arts, especially dance, music, theatre or opera
- A high level of computer literacy (MS Office including Word, Excel, Outlook and Photoshop)
- Understanding of social media, influencers and digital content and their uses
- A flexible approach to working hours. (Some evening work will be essential)
- Knowledge of the British dance or arts press
- Experience and understanding of regional touring and/or Learning and Engagement work
- An understanding of corporate PR strategy

Desirable:

- Experience of commissioning photoshoots and organising press trips
- Knowledge of an on-line press contacts database (e.g. Gorkana, MediaAtlas, PR Planner)
- Knowledge of a European language, preferably French, Spanish or German

Terms and conditions

Salary circa £29,000 per annum, based on 35 hours per week, plus an additional paid meal break each day

Annual leave entitlement is 5 weeks for each Holiday Year. If you complete five years' service with the Trust, your holiday entitlement will increase to 5.6 weeks per annum

If you are an eligible job holder, you will be automatically enrolled into Sadler's Wells Trust Ltd. pension scheme

The company offers interest-free season ticket loans

The company offers a Cycle to Work salary sacrifice scheme

The company has a Death in Service insurance policy covering twice the annual salary

The company encourages attendance of performances at both theatres with a discretionary allocation of tickets to employees (subject to availability)

Making an application

A job description and person specification are included in this document. Read this carefully and if you are still interested in applying for the position shown above, please complete the online application form.

Further guidance on completing your application form can be found via the link below

[Applying for vacancies at Sadler's Wells](#)

**Please submit the online application form by 11.59pm Sunday 7 April 2019.
Late applications will not be considered.**

Interviews will take place on Tuesday 16 & Wednesday 17 April 2019

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