



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 rehearsals 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 Queen Elizabeth Olympic Park, as part of a new Culture and Education District. Sadler's Wells will occupy the Stratford Waterfront site, sitting opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum.

The CED 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 500-seat mid-scale theatre, as well as facilities for a choreographic centre and a hip hop academy. A major fundraising campaign is being developed in order to realise both capital and revenue requirements and open the new theatre in 2022.

The Department

The Press Office is part of the External Affairs function led by the Executive Director, which encompasses Press, Marketing and Fundraising activities. 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 purpose of the role is to generate editorial coverage for all of Sadler's Wells' activities and to play a dynamic role in all the campaigns and duties of the department. The Press Officer reports to the Senior Press Manager.

Key responsibilities

Press & Media Campaigns

- Devise and implement strategic, imaginative 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
- Contribute to generic communication campaigns and to the corporate strategy to raise the profile of Sadler's Wells
- Liaise closely with other departments and production sponsors where applicable, developing and implementing specific campaigns in support of their objectives
- 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
- Commission production photographs for new work where appropriate

Cultivating & Influencing

- Host press nights at Sadler's Wells
- 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
- Work closely with the marketing department and liaise with visiting companies about social media opportunities and strategies, including arranging events for social media influencers vloggers, and bloggers
- Contribute to the development, and maximise the use of media database software

Other duties

- Monitor media coverage of Sadler's Wells and keep abreast of developments in the media
- Assist the Press Assistant with maintaining a press cuttings library, and ensure major features are circulated to relevant departments
- Work on other projects and activities within the department as required and play an active role in achieving the aims and targets of the organisation
- Carry out all administrative work related to the role
- Control relevant budgets and ensure all financial and policy matters are managed in strict accordance with Sadler's Wells' policies and procedures
- Maximise income and minimise expenditure without loss of quality in all areas of responsibility
- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours
- Liaise closely with other departments such as Producing and Touring, Learning and Engagement, Events, Marketing, Development and production sponsors where applicable, developing and implementing specific campaigns in support of their objectives
- At all times to carry out duties and responsibilities with regard to Sadler's Wells' Equal Opportunities 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
- Undertake other duties as may be reasonably required

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 press office 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
- 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, ballet, music, theatre and opera
- A high level of computer literacy (MS Office including Word for Windows, Excel, Outlook and Photoshop)
- Understanding of digital media and its uses
- A flexible approach to working hours. Some evening work will be essential
- Knowledge of the British dance or arts press
- Experience or understanding of regional touring and / or learning and engagement

Desirable

- An understanding of corporate PR strategy
- Experience of commissioning photoshoots and organising press trips
- Knowledge of an online press contacts database (Gorkana, MediaAtlas, PR Planner)
- Knowledge of a European language, preferably French, Spanish or German

Please note this post involves working some unsocial hours, including evenings and weekends.

Terms and conditions

Salary is £26,000 per annum, based on 35 hours over 5 days 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 childcare voucher salary sacrifice scheme

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

The company offers a Cycle to Work salary sacrifice scheme

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 on Wednesday 15 August 2018. Late applications will not be considered.

Interviews will take place on Thursday 23 August 2018.

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