



Senior/Press Officer

Full time position

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 currently a part of the Content and Audiences function, led by the Director of Content and Audiences, which encompasses Press, Communications, and Marketing activities. The Press team devises and implements press campaigns for in-house and touring productions at Sadler's Wells, advises visiting companies and, liaises with external agencies where applicable, to contribute to the work of the department and key communication objectives of the organisation.

The Role

Reporting to the Senior Press Manager, the principal responsibility of the Senior/Press Officer is to generate editorial coverage, across all platforms, for all of Sadler's Wells' activities and, play a dynamic role in all the campaigns and duties of a busy communications department. As Senior Press Officer there is also a responsibility to line manage the Press Assistant and deputise for the Senior Press Manager in periods of absence.

Key Responsibilities

- 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.
- Keep abreast of developments in the media and use awareness of the news agenda to maximise coverage potential.
- Research, write and distribute press releases for all areas of Sadler's Wells activity.
- Account manage assigned campaigns and/or internal department activity, liaising with internal stakeholders and external agencies where necessary.
- Monitor media coverage of Sadler's Wells and keep abreast of developments in the media.
- Inform Head of Media Relations and Senior Press Manager of emerging news and story developments, supporting the Sadler's Wells brand at both national and international level.
- Develop, build and maintain media contacts, across all platforms, to identify and maximise opportunities, in particular supporting the team's objectives of reaching new and diverse audiences.

- 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.
- Work closely with visiting company press departments and with outside press representatives and agencies to support and maximise the effectiveness of their media activity.
- Coordinate and attend press trips, photocalls, interviews, filming, press conferences and press nights and events as necessary and, participate in hosting press nights at Sadler's Wells sites. Liaising with the Society of London Theatres to avoid clashes of press nights and photocalls.
- Coordinate media nights or celebrity events for key productions where appropriate.
- Contribute to the development and maximise use of media database software.
- Commission production photographs for new work where appropriate.
- Support the Press Assistant's role in maintaining a press cuttings library, ensuring 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, in line with the strategic plan.
- Control relevant budgets and ensure all financial and policy matters are managed in strict accordance with Sadler's Wells' policies and procedures.
- Carry out administrative work generated by the above activities.
- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours.
- 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.

Additional responsibilities for Senior Press Officer

- Lead on developing and delivering a press strategy for the work of the Learning & Engagement team, in collaboration with the Senior Press Manager and Head of Media Relations.
- Liaise closely with other departments, such as Producing and Touring, Events, Development, and production sponsors where applicable, to proactively develop and implement specific campaigns in support of their objectives.

- Proactively support, motivate and manage the Press Assistant. Ensuring communication is efficient and performance one to one meetings are conducted.
- Identify and implement learning and development activities to support and deliver department objectives; proactively problem solving as necessary.
- Deputise for the Senior Press Manager during periods of absence.

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

- Knowledge, understanding and experience of working in an agency or in-house press office. With demonstrable experience of:
 - Executing strategic, bold, creative campaigns
 - Maintaining and utilising media contacts at all levels, including national press
 - Working across a wide range of media, including print, broadcast and digital
- Excellent copy/content writing skills, with keen attention to detail.
- Excellent written and verbal communication and interpersonal skills, with the ability to interact with individuals from a variety of backgrounds.
- A confident, flexible, self-starting approach, with a strong ability to work within a team.
- Ability to multi-task and deliver to tight deadlines.
- Understanding of and interest in social media, influencers and digital content and their uses.
- A high level of computer literacy and knowledge of an on-line press contacts database.
- An active interest in the performing arts, particularly dance, music, theatre or opera.
- A flexible approach to working hours (as some evening work will be essential).
- Awareness of the British dance or arts press.

Desirable

- Substantial arts press experience at Officer Level. With demonstrable experience of:
 - Devising and executing strategic, bold, creative and high-profile campaigns
 - Initiating and proactively using media contacts at all levels, including national and international press
 - Managing a wide range of media coverage including print, broadcast and digital
- Knowledge and understanding of how high profile media coverage can be achieved effectively and positively.
- Experience and understanding of regional touring and/or learning and community engagement work.
- Proficient researching skills and techniques.
- Knowledge and understanding of corporate PR strategies.
- Ability to disseminate cross-departmental activity information for strategic campaign purposes.
- Experience of commissioning photoshoots and organising press trips.
- Previous experience of supervising others.
- Analytical skills and ability to plan and evaluate.

Terms and conditions

Salary circa £26,600 per annum, (dependant on experience) plus benefits, 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 2 June 2019.

Late applications will not be considered.

Interviews will take place on Wednesday 12 and Thursday 13 June 2019

[About Sadler's Wells](#)

[See what we do](#)

[Apply](#)