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Sadler's Wells

Press Officer



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Welcome

Thank you for your interest in joining Sadler's Wells. We hope that it will be a great opportunity for you in your own career.

Sadler's Wells holds fast today to the vision that Lilian Baylis instilled here almost a century ago: that great art should belong to everybody. Our mission is to make and share dance that inspires us all, and our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

When artists and audiences talk about Sadler's Wells, they use the words: 'innovative, exciting and risk-taking'. Trying new things is part of our core purpose, and it's more important today than it has ever been.

This is an exciting and complex time in the theatre's history as we recover from the impact the coronavirus pandemic has had on our business model and work towards opening a fourth venue in Queen Elizabeth Olympic Park in east London in 2023.

This role will offer you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, the successful candidate will be part of a strong and supportive team in a world class arts organisation.



Background Information

Sadler's Wells is a world-leading creative 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.

Our aim is to reflect and respond to the world through dance: enabling artists of all backgrounds to create dance that moves us and opens our minds; sharing those experiences with the widest possible audiences to enrich their lives and deepen their understanding of what it means to be human.

In normal times, 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' colleagues.

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 theatre academy, all planned to open by the end of 2023.

Artistic Programme

The artistic programme encompasses not only productions and presentations but also all of our artist development, learning and participation and touring programmes. The vision is led by the Artistic Director and Chief Executive through the Artistic Programming Board which includes the Executive Producer, Director of Artistic Programme, Artistic Programmer and Artist Development, Director of Learning and Engagement and General Manager of Breakin' Convention.

The Role

As a Press Officer you will be responsible for generating editorial coverage for all of Sadler's Wells' activities and to play a dynamic role in all the campaigns and duties of the press and communications team. The Press Officer reports to the Head of Press and Communications.

What are my responsibilities?

Press and 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
- 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 manages assigned campaigns and/or internal department activity, liaising with internal stakeholders and external agencies where necessary
- Monitor coverage of Sadler's Wells and keep abreast of developments in the media to inform our approach as a team and an organisation
- Actively build Sadler's Wells' key messages into your press campaigns and thereby support the Sadler's Wells brand
- 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 marketing colleagues 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

- Build influencers into your campaigns and host events to maximise coverage for Sadler's Wells' activities through their channels

Other Duties

- 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. Liaise 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 Office Administrator's role in maintaining a press cuttings library, ensuring major features are circulated to relevant departments

- Support the Head of Press and Communications to deliver on the overall communications strategy and output for all of Sadler's Wells' activity as needed

General

- 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 these 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' premise

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.

Who should apply?

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

Skills and Experience

Essential:

- 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
- Confident both working as a team and individually with the ability to multitask, work under pressure and to tight deadlines
- Working knowledge of the British dance or arts press
- Must currently hold the right to work in the UK

Additional, but not essential:

- Active interest in performing arts
- An understanding of how to apply corporate PR strategy to your PR campaigns
- Experience of commissioning photoshoots and organising press trips

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

Why work for us?

You will be a key part of our mission to make and share dance that inspires us all and delivering our vision to create, through dance, a depth of connection beyond borders, cultures, and languages, so we see ourselves in each other.

- You will be offered a salary of £26,660 per annum based on a 35 hour working week, plus an additional paid meal break each day.
- You will get 25 days annual leave per annum, with an additional three days after five years' service
- You will be enrolled into the Sadler's Wells Trust Ltd. pension scheme
- You will have access to our comprehensive Employee Assistance Programme (EAP) to support your wellbeing
- You will engage in learning and project opportunities to develop personally and professionally, and support your career journey
- You can access an interest-free Season Ticket Loan and a Cycle to Work salary sacrifice scheme
- You will be eligible for a death in service insurance policy covering twice your annual salary
- You will be encouraged to attend performances at both theatres with a discretionary allocation of tickets to employees (subject to availability), and a staff discount at the Garden Court Café
- We welcome everyone through our doors and encourage and enable people to be the best versions of themselves and to feel confident and capable in their roles
- We embrace a blend between home and office working, and we welcome a conversation about flexible working and your needs
- We celebrate diversity in the dance we share and showcase, and in our workplace. We are working hard to be more inclusive and increasing access both on stage and off and have several anti-racism commitments to make lasting changes in the way we work

Making an application

A Job Description and Person Specification are included in this document. If after reading you are still interested in applying, please find further details and information on how to apply [here](#).

If you would like support or have any queries regarding the format or submission of the application, please contact us on recruitment@sadlerswells.com.

We welcome applications from people from all backgrounds who feel they align with our mission, vision and values. We are international and multicultural on our stages, and we want to reflect that in our organisation. By celebrating difference and incorporating diverse points of view and experiences, we can become closer to our artists, audiences, and the communities we serve.

We are proud to be a Disability Confident employer meaning we have been certified by the government as actively taking steps to attract, recruit and retain disabled workers. We understand that some disabled colleagues will need adjustments to help them perform to the best of their ability – these can be changes to the built environment and furniture, the tools and technology they use in doing their job, aspects of the role, ongoing support or working arrangements.

Sadler's Wells also works collaboratively with Parents in Performing Arts (PiPA) in efforts to support parents and carers within the industry.

Closing date for applications is 11.59pm on Thursday 14 October 2021. Interviews will take place virtually on the week commencing Monday 18 October 2021.

