

BRISTOL OLD VIC

JOB DESCRIPTION

Post: Communications Assistant

Reporting to: Head of Communications

Working with: Marketing Officers
Head of Marketing
Graphic Designer

Background

In 2012, Bristol Old Vic completed the first phase of a £24 million redevelopment project. The beautiful 250-year-old Georgian theatre and backstage facilities were completely renovated, re-instating and revealing the heritage of this intimate and unique performance space.

The second phase of the redevelopment is nearly complete, transforming Bristol Old Vic's front of house spaces, bar & kitchen, Coopers' Hall and Studio theatre to create an original, modern cultural facility that will have an important place in the city's infrastructure for decades. The completion of the redevelopment establishes two new areas of business in commercial trade and heritage tourism.

As the oldest continuously working theatre in the country and an Arts Council National Portfolio Organisation, Bristol Old Vic has four broad aims:

- To produce and present a pioneering range of work, supporting the development of artistic talent from all genres and connecting with audiences from a range of backgrounds across Bristol and the South West.
- To establish Bristol Old Vic as a cultural and tourism destination by sharing its rich tapestry of social, cultural and architectural history and connecting with existing and new audiences.
- To be a destination venue in the city, providing a vibrant and accessible community space for everyone to enjoy that will feature a restaurant/café/bar and event facilities for hire.
- To engage with the communities in Bristol and across the South West, providing participatory opportunities for young people and the disenfranchised using the transformative power of theatre.

The Role

Reporting to the Head of Communications, this post is responsible for helping to ensure that Bristol Old Vic maximises its media coverage and therefore ensures that a wide range of audiences attend shows across all performance spaces.

The Communications Assistant will work on key PR and communications activities in consultation with the Head of Communications with a particular focus on a range of campaigns, as well as liaising with the Marketing team to generate digital content for e-marketing and social media channels.

Areas of Responsibility

PR campaigns

- To develop and implement PR plans in conjunction with the Head of Communications and the rest of the Marketing team, and to manage press campaigns for individual productions.
- To take responsibility for managing timely PR campaigns in Bristol Old Vic's studio, liaising with producers and the programming team where necessary.
- To support the Head of Communications in all media cultivation for the wider objectives of the organisation, including PR for: education and outreach projects; groups; trading; heritage and philanthropic campaigns. With particular emphasis on Outreach and Ferment productions in order to develop those particular strands of the Bristol Old Vic programme through the media.

Online/e-marketing

- To generate photography, video and other exclusive materials for various audiences including the Bristol Old Vic website and online press contacts.
- To work with the Marketing team and Head of Communications to generate stories for the Bristol Old Vic blog.
- To utilise YouTube, Twitter, Facebook and other social media channels to share stories, offers and information about Bristol Old Vic, theatre, Bristol and local culture.

Press evaluation

- To oversee and be responsible for updating Bristol Old Vic press cuttings (hard copy and digitally sourced) on a regular basis to ensure consistent evaluation of press campaigns and organisational messaging.
- To communicate internally all relevant press cuttings so that relevant Directors, staff and theatre show companies are aware of media coverage about Bristol Old Vic.

Press liaison

- To respond promptly and efficiently to information requests and assist with coordination of interviews and photo calls.
- To assist the Head of Communications with the planning and ticket allocation of Bristol Old Vic press nights.
- Where necessary, to deputise for the Head of Communications at events, press nights and press launches.

Organisation wide

- To work in partnership with other internal teams (Marketing, Engagement, Heritage, Development, Box Office and Front of House) relating to the organisation's communications, in order to provide a joined-up approach to communication across all platforms.

Research

- Examine competitor practice and keep abreast of new ideas for PR cultivation and digital content enhancement.

Person Specification – Communications Assistant

Essential	Desirable
Some experience of PR in a theatre/arts/events environment	Knowledge of the Bristol Arts and Culture scene and its audiences
Excellent IT skills, including Word, Excel & website CMS systems	An awareness of issues relating to arts marketing and the UK theatre industry
Demonstrable copywriting skills, proofreading skills and excellent attention to detail	Ability to use Adobe Premiere Pro, or similar video editing software
An excellent understanding of social media and e-marketing software	Experience of using social media and e-marketing to promote arts events/organisations, with a view to increasing sales and visibility
An ability to generate original ideas for a PR campaign	
Ability to work on own initiative as well as part of a team across an organisation	
Proven interest in theatre and the Arts	
Strong interpersonal skills, combined with enthusiasm and energy	

General

The following responsibilities are shared by all staff members of Bristol Old Vic:

- To work for the benefit of the whole organisation
- To comply with all Bristol Old Vic policies including Equality and Diversity, Safeguarding, the RESPECT Charter, Health & Safety and other policies included in the Staff Handbook
- To attend regular staff meetings and other departmental meetings that may be arranged
- To keep up to date with the activities of the organisation
- To carry out administrative tasks that arise from the job
- Undertake additional duties as may reasonably be required
- Attend any training that may be mutually agreed on for the development of the post

Terms & Conditions

- Salary:** £15,000 per annum, paid monthly
- Hours:** A full time role based on a 35-hour week. Due to the nature of the role, there will sometimes be a requirement to work additional evenings. There is no overtime paid and no formal time off in lieu system except in agreement with the line manager.
- Holidays:** 5.6 weeks (including bank holidays) initially, rising to 6.6 weeks (pro rata including bank holidays) after five years' service.
- Pension:** It is the law that, depending on your age and level of earnings, we may be required to automatically enrol you into a workplace pension scheme where both you and the company will be required to make contributions (auto enrolment pension scheme).
- Notice:** After a three-month (12-week) probationary period (during which notice is one week on either side), four weeks' notice on either side.