

SHAKESPEARE NORTH PLAYHOUSE

Job Description COMMUNICATIONS OFFICER

About the Organisation

Shakespeare North Playhouse, 'Theatre Building of the year 2023' is a unique new arts venue, which opened in the summer of 2022. It presents a vibrant contemporary cultural and learning programme featuring home co-produced and visiting performances, as well as comedy, music, community work, hire and events and a range of education and training activities.

The Shakespeare North Trust (SNT) is the Charitable organisation which is the operator of Shakespeare North Playhouse. The Trust also has two wholly owned subsidiaries within the Group structure. The subsidiaries are limited companies.

Our Vision: "Inspired by Shakespeare. Bringing Joy: Together, we tell stories that feel like our own, that change the way we see the world - opening doors, inviting debate, inspiring a love of learning, and bringing joy to this place; Our Shakespeare North Playhouse."

Our Mission – The Big Goal: "We share world-class theatre, activities and conversations inspired by Shakespeare and relevant to all of us."

Our Promise: At Shakespeare North Playhouse we commit to being 'Bold and Brave'. It is a promise we make to each other internally as a team, to our visitors, patrons, and partners, and to all our artists and makers as we all come together to create a wonderful place.

Our Values and Behaviours: The organisational values define Shakespeare North Playhouse. They create a framework for the way in which the organisation wishes to achieve the vision and objectives. The team are firm in the belief that what is achieved is only half of the plan, as how success is attained is of equal importance. It is critical that there is a framework of how people will thrive together, as a team, with partners, visitors, and audience.

Innovative - Honest - Collaborative - Creative

Equal - Supportive – Accountable - Useful

The Role

Did you know Shakespeare North Playhouse is also a charity? We need you to help us share this part of our story, our mission and our impact.

The Audiences Team plays a crucial role at Shakespeare North Playhouse. They tell the remarkable stories from people and communities and the range of education and training activities on offer.

Shakespeare North Playhouse will continue to be a cornerstone within the regeneration of Prescot town centre, creating jobs directly and indirectly and attracting substantial investment and spending. The organisation has already had a considered impact socially; which can be seen in some of the following examples:

- Volunteer Scheme
- [A social impact partnership with LIVV Housing](#)
- [The delivery of HAF Sessions](#)
- [Creative Careers Week](#)
- [Our Town's Sound – A Community Driven Storytelling Project](#)

Shakespeare North Playhouse is a place for all, committed to supporting the local economy and providing opportunities within local communities through delivering quality, ambitious and inspirational arts and cultural experiences.

In order to achieve the Social Aim outlined above, they deliver against five social objectives to:

- Develop and deliver inspirational cultural experiences, ensuring access to all
- Provide opportunities for learning, education and skills development
- Support the health and wellbeing needs of our communities
- Contribute towards the place shaping of a vibrant, cultural and well-connected community
- Support a stronger local economy

The Communications Officer will play a vital role in communicating with new and existing audiences, engaging with communities and telling the story of the impactful work Shakespeare North Playhouse is doing.

Many millions of people share Shakespeare North's belief that arts and culture are for everyone. The Communications Officer will help reach more of these people to drive change: how do we speak to them? How do we show them that our work, and what we stand for, is relevant to them and matters to the world?

This isn't just about selling or promoting. What matters most is believing in the impact Shakespeare North makes, and effectively communicating that belief.

Place of Work

The place of work will be Shakespeare North Playhouse in Prescot, Knowsley. Occasionally work will be required at alternative locations including partners with whom Shakespeare North co-produces.

Shakespeare North Playhouse operates a hybrid working policy by agreement with your line manager. As an operational venue there is an expectation for all roles to have a strong presence within the venue regularly, as a norm the Audiences Team are in venue three days per week.

Salary and Hours of work

Shakespeare North's full-time employees work 40 hours normally over 5 days. Due to the nature of this role, however, and to meet the demands of the building, the post holder will need to be flexible in their approach to work. Evening and weekend work will be required at times.

The full-time salary will be up to £25,000 per annum, depending on skills and experience.

Main Duties:

Communications Campaigns

- Devise and implement communications campaigns for the following ongoing projects. Creating visual identities, writing copy with clear key messages, planning and implementing activity (eg digital ads, print campaigns, press editorial).
 - Individual Giving
 - Volunteering
 - Education & learning
 - Community Activities (Baby Bards, Life Drawing)
 - Exhibitions
- Devise and implement communications campaigns for one-off funded projects. Creating visual identities, writing copy with clear key messages, planning and implementing activity (eg digital ads, print campaigns, press editorial). Eg Our Town's Sound, Raise Your Voice, Open Days.
- Write and distribute regular digital newsletters to Shakespeare North databases covering the areas of
 - Learning and Engagement
 - Fundraising/ Donations
 - Memberships (Cockpit Circle)
 - Volunteering
- Press and media coverage/ reputation
 - Write and distribute press releases.
 - Support the Head of Audiences and Director of Marketing and Commercial with crisis communications.
 - Land coverage of SNTs human interest and charitable key messages and regeneration and business key messages both regionally and nationally.
 - Raise awareness of the work Shakespeare North Playhouse are carrying out within the sector- specifically how Shakespeare North support artists through artist development.
 - To keep abreast of news, new initiatives and developments in the local area and look for opportunities to engage with audiences, new and existing, within our communities - To build and maintain positive and productive working relationships with internal colleagues, external community groups and contacts across the city.
 - Generate media coverage for Shakespeare North Produced work both regionally and nationally.

Audience Development

- To work with the Head of Audiences and Head of Engagement to implement Audience Development Strategies
- To develop and implement specific programmes/initiatives to engage with audiences in the local area including proactively distributing materials on a regular basis to identified areas/audience groups to support audience development for SNT events.
- To identify key target groups for SNT projects and programmes and develop relationships to build attendance in our work from these groups.

- To actively support the use of The Audience Agency's Audience segmentation. To utilise the Audience Agency's Audience Spectrum dashboard as a key tool for identifying audiences to target in the area.

Events

- Guest Nights- plan and deliver guest nights for Shakespeare North Playhouse. Ensuring the relevant stakeholders are invited, attend and are communicated with effectively.
 - In conjunction with departmental colleagues, attend productions and events on opening nights/press nights and as required.
- To represent Shakespeare North Playhouse at events within the community to profile the work of the organisation to a wide range of diverse local people, including being the key representative for the organisation at meetings.
- To host events for Shakespeare North Playhouse at specific locations, designed to welcome new audience groups to the theatre/events e.g. Knowsley Flower Show, Prescott Carnival.

Social Media/ Blog

- Lead of the creation and distribution of regular relevant content across LinkedIn.
- Lead on creating the content (podcasts, blog, vlog) for a Shakespeare North Playhouse Media Hub-boosting your campaigns, attracting coverage, and showcasing an expertise voice for the brand. Supporting the SEO strategy and optimising keywords.

Person specification:

- 2 years' experience within a communications role.
- Experience devising, planning and implementing communication campaigns that focus on storytelling and developing audiences in a relevant industry such as a charity.
- An ability to uncover stories and formulate narratives that are relevant to current conversation in the media and specific sectors (eg culture or education).
- Ability to meet deadlines and problem solve.
- Highly organised and able to project manage effectively.
- Excellent interpersonal skills able to build strong relationships with internal and external stakeholders.
- Flexible and adaptable to changes in priorities or ways of working and able to work across a range of projects
- Excellent editorial judgement and a keen eye for detail.
- Exceptional written and verbal communication; confident in presenting and report writing.
- High attention to detail with the ability to spot faults and resolve issues before they get worse.
- Team worker with the ability to both establish good working relationships and to support and cooperate with others.
- Understanding of national and regional Arts media culture.
- High level of computer literacy including using Microsoft Office suite (Word, Excel and Outlook).
- Proactive and flexible and willing to work evening and weekends as required.

How to Apply

If having reviewed the job description and information about the Shakespeare North Playhouse you consider yourself to be a good fit for this role, please email a CV, a cover letter of application and completed equal opportunities form to recruitment@shakespearenorthplayhouse.co.uk

The cover letter of application should be of no more than 2 sides of A4 addressing how your experience matches the role description, why you are interested in the role and why you think your skills and experience would make you a good candidate. Alternatively, you may submit a video/audio file of no more than 10 minutes in length. You can do this via WeTransfer or an alternative file transfer service.

Diverse representation

We encourage and welcome applications from people whose background and experience are under-represented in the cultural sector. We are committed to inclusive working practices and understand there may be barriers people face when considering an opportunity like this. If you are interested in applying for this role but feel there are things that may prevent you from getting involved, please get in touch and let us know how we can support you in making your application and throughout the selection process.

Equality Monitoring

Please provide equality monitoring information on the form provided so that we can monitor the Shakespeare North Trust's equality policy and practices. The information you provide will not impact on the consideration of your application and will be used solely for the purpose of monitoring.

Data Protection

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process. Once the process is completed the data relating to unsuccessful applicants will be stored for a maximum of 6 months and then destroyed. If you are the successful candidate, your application will be retained and form the basis of your personnel record. By submitting your application, you are giving your consent to your data being stored and processed for the purpose of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate. In submitting your application, we will assume that consent by you is given. We refer you to Shakespeare North's job applicant privacy notice which you should read before applying for this role.

If you have any questions or would like to have an informal conversation about the role before applying, please contact us via email at recruitment@shakespearenorthplayhouse.co.uk

This job description is intended as a guide to the duties expected of the post-holder. These duties may be reviewed from time to time to meet the needs of the business. As a new organisation, Shakespeare North Playhouse will inevitably change as we grow and develop over the coming years. Any new appointees will be required to show a flexible approach to this process – which may involve revisions around job description, titles, roles and departmental structures.

This job description is not contractual.