



JOB DESCRIPTION PRESS AND DIGITAL COMMUNICATIONS OFFICER

Post:	Press and Digital Communications Officer
Employer:	Hull Truck Theatre
Department:	Communications
Line Manager:	Director of Communications
Reports to:	Director of Communications
Grade:	Officer
Responsible for:	Raising and maintaining the theatre's positive profile at local, regional and national level via press, media, web and social media platforms.

Job Description:

The Press and Digital Communications Officer will work as a member of the Communications team, which is responsible for the planning, design and delivery of effective communications, marketing and audience development campaigns for the theatre's entire programme of work. It is an important and exciting time to join the team as the theatre reopens following lockdown and looks forward to its 50th anniversary in 2022.

Members of the Communications team are expected to work across all areas of the department, but each post has specific responsibilities and duties to deliver. This is a busy and creative job in a hectic and sometimes pressurised environment. This post is designed to lead on all the theatre's press, photography and filming activities as well as playing a major role in promoting the theatre's activities digitally, including day to day responsibility for the theatre's social media channels.

The current team includes the Director of Communications, Marketing Manager, Press and Digital Communications Officer, Community Relationships Officer, Box Office Manager and Deputy Box Office Manager.

Individual Responsibilities:

Press & Media

- To work with the Director of Communications to create and deliver the Press and PR strategy to raise the theatre's profile at local to national levels, in accordance with the overall Communications strategy.



- To create and issue press releases about every aspect of the theatre's work, including, but not limited to: on stage; community engagement; creative learning activities; fundraising and artistic development
- To foster and develop good relationships with all areas of the media
- To maintain databases of media contacts
- To respond to media enquiries and liaise with the Director of Communications and Executive Team as appropriate
- To arrange media interviews and photocalls with cast members, creative teams, the Executive Team and anyone else involved in the theatre's work
- To draft quotes for the theatre and prepare briefs for media requests
- To organise and host press nights
- To liaise with partners, including co-producers and visiting companies, to maximise media opportunities and coverage
- To create press packs for HTT productions and report on coverage

Photography and Filming

- To set up photography and filming opportunities to promote, record and archive the theatre's activities including rehearsal and production photography of in house productions, including the work of the theatre's Creative Learning department
- To manage the internal and online display and crediting of images and videos
- To plan and deliver creative production and promotional trailers

Web and Social Media

- To work with the Communications Team to update the theatre's website, with specific responsibility for the news, media and job vacancy sections, photography and video
- To plan and deliver the theatre's social media campaigns ensuring they are creative and engaging including advertising, across a variety of platforms (such as Facebook, Twitter, Instagram, Google)
- To respond to customer comments and queries received via social media, liaising with the Director of Communications where appropriate
- To report on social media engagement and website statistics as required

General

- To write and submit award applications to relevant bodies to gain recognition for the theatre's work
- To play an active role in the planning and delivery of the theatre's Communication and Audience Development strategies
- To attend internal and external meetings and represent the Communications department and the theatre's interests
- To keep up to date with digital innovations and trends to ensure the theatre remains at the forefront of technology development
- To help proof direct mail letters, advertising copy and co-ordinate any direct mail campaigns
- To ensure that all promotional material produced by the theatre is consistent in terms of look, feel and style to create a unified public image
- To attend training courses as required
- To undertake and assist in other areas of the Communication department's work that may lie outside these principle functions



- Complete any other delegated task that may assist the company in achieving its business objectives. Such tasks will not be of an unreasonable nature and shall be appropriate to the level of the post
- To promote and comply with current legislation and Hull Truck Theatre's policies on Equality, Diversity and Health & Safety both in the delivery of services and the treatment of others
- The Health and Safety at Work Act and other associated legislation places responsibility for the Health and Safety of all employees. Therefore, it is the post holder's responsibility to take reasonable care for the Health, Safety and Welfare of him/herself and other employees in accordance with legislation and the company's Health and Safety Policy.
- To promote, develop and comply with our policies and practices to lessen the environmental impact of Hull Truck Theatre
- The above duties may involve having access to information of a confidential nature, which may be covered by the General Data Protection Regulation. Confidentiality must be maintained at all times
- To always act in the interests of Hull Truck Theatre
- The above accountabilities are not exhaustive and may vary without changing the character of the job or level of responsibility

Person specification:

Essential

- A passion for producing theatre and the role it can play in its local community
- Experience of managing media relations and digital communications in an arts organisation, ideally for a minimum of 2 years
- To have excellent literacy skills and a creative flair for communicating a story
- A strong interest in digital innovation as a way to communicate, connect and share work with audiences
- Good working knowledge of the various social media platforms
- Proficiency in the use of Word, Outlook and Excel and be computer literate
- Have excellent and demonstrable organisational skills and be a fast worker
- Ability to work under pressure
- Excellent team worker
- Excellent proof reading skills
- Excellent networking and relationship building skills
- Commitment and flexible approach to working patterns

Desirable

- A knowledge of Hull and the surrounding region
- An understanding of regional theatre and its national industry context
- Photography skills
- Video editing
- Strong numeracy skills
- Experience of using a box office system
- Have worked in a producing theatre



Terms and Conditions:

- This is a permanent, full time post and hours of work will be as many as may be required to meet the requirements of the post but are not less than 37.5 hours per week. Normal hours of work are Monday to Friday, core office staff are usually expected to work these within the hours of 8:30 and 6:30pm (to be agreed) with some evening work around shows.
- The salary after completion of probation will be £19,000 - £21,000 per annum depending on experience, starting salary to be agreed. This will be paid monthly in arrears. Annual Pay Review happens each April, first review for this post will be April 2022.
- There will be some evening and weekend work. The post-holder will be expected to offer reasonable flexibility in their working arrangements where it is considered necessary to undertake the duties they have been employed to perform.
- No overtime is payable although Time Off In Lieu for weekend overtime will be given if approved in advance with the Director of Communications.
- There is a 3-month probation period during which time the notice is 1 month. Upon confirmation of appointment after successful probationary period, the employee is required to give 2 months' written notice to the company and the company will give 1-month written notice to the employee. After 4 years' service 1 additional week's notice for each additional year of continuous service thereafter up to a maximum of 12 weeks.
- Holiday – 28 days per annum (including public holidays) rising by 1 day per every complete year worked, to a maximum annual holiday entitlement of 33 days including public holidays. Pro rata part time working. The theatre is open over Christmas/New Year (except Christmas Day and New Year's Day) and all departments are required to be staffed during normal working hours during this time.
- Hull Truck Theatre's staff handbook outlines the terms on sick pay, maternity leave/pay, paternity leave/pay, grievance/discipline and all other relevant staff matters.
- Hull Truck Theatre operates an auto enrolment pension scheme through Now Pensions. Further details are available.
- Staff are entitled to tickets for shows, subject to particular conditions and discount at the theatre's catering operations.
- On appointment, the successful candidate must be able to provide the correct documents as proof of their right to work in the UK.
- Hull Truck Theatre is a Disability Confident employer.
- **Flexible working requests welcomed.**

Inclusion and Equality:

At Hull Truck Theatre we want to create and sustain a productive, diverse and inclusive working environment. We ask everyone who works with us to champion this ambition and embed it in their day to day work. We actively seek and encourage applications from those under-represented within our sector and welcome opportunities to facilitate job shares and flexible working to ensure our recruitment process and workforce is as open and accessible as possible.

Environmental sustainability



We aim to be an environmentally sustainable organisation and ask that our all our teams work to support this. In doing so we are seeking to promote efficient and sustainable practices that create minimal impact.

Deadline for applications is 9am on Tuesday 5 October 2021
Interviews will be held w/c 11 October 2021



Background Information

Hull Truck Theatre

OUR MISSION

Hull Truck Theatre is a pioneering theatre with a unique Northern voice, locally rooted, global in outlook, inspiring artists, audiences and communities to reach their greatest potential.

OUR VISION

To produce and present inspiring theatre that reflects the diversity of a modern Britain. To provide the resources, space and support to grow people and ideas, be an ambassador for our city, a flagship for our region and a welcoming home for our communities.

OUR VALUES

We are committed to our core values of Inclusion, Innovation and Integrity.

Led by these values we are:

- ***Creative and Collaborative,***
- ***Imaginative and Inspiring,***
- ***Accessible and Relevant,***
- ***Resilient and Sustainable.***

“We tell inspiring stories dug from the heart of our city, alongside tales from the wider world, that reflect the diverse range of communities and creative voices that populate our nation. We produce exceptional drama made here in Hull, often showcasing new talent and are ambitious, bold and committed to our core values of Inclusion, Innovation and Integrity.”

Mark Babych, Artistic Director

Hull Truck Theatre Company is a registered charity and consists of the theatre which produces and presents theatre in two auditoria (The Heron – 459 seats and The Studio – 135 seats).

Over recent years Hull Truck Theatre has been on a journey of significant change. On stage we reach an audience of over 70,000 and continue to build on the momentum of Hull UK City of Culture 2017, when we delivered an ambitious year of exceptional drama.

Through our work with schools and local communities we engage with 14,000 young people, disabled groups and adults, offering opportunities to participate in the arts, whether as a first step into a career, a way to build confidence and meet new people, or as a part of a rounded education. Our groundbreaking Community Dialogues programme builds on long-term partnerships within Hull’s local communities to address inequalities in accessing the arts.

In response to the Covid 19 pandemic we continued to engage with our audiences, artists and communities online and invested in technology to embed high quality digital engagement opportunities in our future. We’re delighted to be welcoming audiences back to the theatre, bringing people together safely to experience live performance once more.

In 2022 we celebrate 50 years of Hull Truck Theatre. We’re doing this by focusing on the thing that makes Hull Truck Theatre magic – the people. Without our supportive audiences,

generous funders, talented artists, passionate participants and dedicated staff, this theatre wouldn't have kept its place at the heart of Hull's creative core for half a century.

We'll be taking a look back at the journey since 1972 to the present, but also looking to the future and asking, what will the next 50 years hold? How will Hull Truck Theatre continue to inspire future generations?

With the inspiring leadership of Mark Babych (Artistic Director) and Janthi Mills-Ward (Executive Director), the theatre is on the next stage of its exceptional journey, creating a vibrant 21st-century cultural organisation.

If you would like this application form in any other format such as large print or on a different colour background, please contact admin@hulltruck.co.uk.

