

## JOB DESCRIPTION

<b><u>POSITION</u></b>	Communications Officer
<b><u>REPORTS TO</u></b>	Executive Director
<b><u>OTHER SUPERVISORS</u></b>	Communications Consultant; Artistic Director
<b><u>BASIS</u></b>	Permanent full-time, 5 days per week based in school

### **Job Purpose**

To work on communications strategies and campaigns supporting the Communications Consultant, Executive Director and Artistic Director to promote Central School of Ballet and Ballet Central through marketing, public relations, branding activities, social media and online publishing (website).

### **Main Duties & Responsibilities**

#### **General School Communications**

- Keep marketing materials updated, including in house print and the website (managed through WordPress).
- Generate news content for Central’s online news pages and social media feeds based on school activities, and monitor social media channels.
- Assist with internal communications activities, including organisation of weekly staff briefings.
- Assist in creation of communication plans and strategies to achieve the school’s overall objectives.
- Assist with communications campaigns to promote all facets of the school including student recruitment and development, including liaising with external agencies.

#### **Ballet Central**

- Assist in developing the creative approach for the Ballet Central tour including liaising with external agencies.
- Co-ordinate the production of all print materials and programmes.
- Keep company ticket lists and arrange tickets for and liaise with all regional venues.
- Assist with the organisation and administration of photo shoots.
- Prepare cast sheets for tour venues.
- Support all PR activities to boost ticket sales.

#### **Press and PR**

- Assist with all aspects of Public Relations including managing enquiries from the media and pitching stories.
- Monitor press cuttings – distribute as appropriate, keep cuttings filed and maintain the archive.
- Assist with photography and filming enquiries and image requests.

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### **Events**

- Assist, support and attend events and performances as required.
- Support the Communications Consultant with all aspects of PR events administration and planning.
- Ensure refreshments are provided for events and meetings as needed.
- If and when required to greet and look after guests and visitors to the School.

### **Research**

- Conduct research as required for communications purposes.

### **Administration**

- Use the database for Communications tasks including data entry.
- Monitor the website and general in-boxes every day
- Monitor the Communications and Ballet Central communications budgets

### **General**

- Adhere to the School policies, procedures, and guidelines.
- Contribute to the operating values and ethos of the School as determined in its mission statement.
- Exercise discretion/confidentiality in business, personnel, and financial matters externally, particularly regarding press/media and potential competitors.
- To undertake other administrative tasks as required, including reception cover if needed.
- To work occasional evenings/weekends when needed, and in particular to work evenings and weekends for the July School Show Graduation week (for which time off in lieu will be provided).

### **Person Specification**

#### ESSENTIAL

- Educated to degree level.
- Experience of at least one of the following: PR/media relations, administration, events, communications campaigns (including print, advertising, and digital communications) and promoting to ticket-buying audiences Experience of social media, WordPress (essential) and MailChimp (desirable), along with image and video editing experience.
- Excellent communications skills and good EQ.
- IT skills (database and Excel in particular).
- Strong communication skills with a high level of spoken and written English.
- Numeracy skills, research skills, analytical skills.
- Ability to multi-task in a busy environment with good organisation skills.
- Interest in arts/performing arts and dance/higher education.

#### DESIRABLE

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- Experience of working in a similar environment in an arts/higher education or similar dynamic outward-facing organisation.
- Experience of working in a communications department in-house or in a communications or PR agency.
- Willingness to learn, accuracy/attention to detail, tact and good people skills, patience, collaborative and a good team player, ability to take the initiative, flexibility, desire to build a career in arts/education communications.

### Terms and Conditions

- The post is being offered on a permanent basis and will be offered with an initial 6 month probationary period (in line with Central's policy)
- This post is based at the School's new premises in Southwark SE1. The postholder will be expected to work onsite 5 days a week, with any homeworking agreed by exception.
- The hours of work are 7.5 hours per day (excluding breaks), 5 days per week
- Attendance at some weekend and evening events may be required
- In line with School Policy, this post requires a Disclosure & Barring Service Enhanced Disclosure
- Holiday Entitlement = All English Bank & Public Holidays, plus 20 days per annum, rising to 25 days after completion of two years' service plus the period between Christmas and New Year at the Director's discretion
- Access to a workplace pension scheme with BC & E (People's Pension) and enrolment with employer contributions at currently 3% of salary (subject to eligibility criteria)

*The purpose of this document is to describe the key accountabilities that the person holding this position needs to achieve. It is in no way an exhaustive list of responsibilities of the role and in any event, the duties and requirements of this role may change from time to time as required by the School and/or Director.*

AH>MO/CB Nov 21