

Lyric

PR & MEDIA MANAGER



INTRODUCTION

The Lyric Hammersmith is one of the UK's leading producing theatres. For more than 120 years it has been responsible for creating some of the UK's most ground-breaking and acclaimed theatrical productions. At the same time it has gained a national reputation for its work with children and young people and creates pathways into the arts for young talent from all backgrounds, helping to diversify our industry. The Lyric's dual commitment to producing the highest quality contemporary theatre, alongside nurturing the creativity of young people, is what makes it unique within the theatre ecology of the UK. It is a place where some of the UK's finest actors and theatre-makers work side-by-side with some of the most diverse or disadvantaged young people in London. The cross-fertilisation of these two is what makes the Lyric Hammersmith so exciting and so distinctive. It is a local theatre rooted in its community with a national and international reputation for the quality and innovation of its artistic work.

OUR MISSION

The Lyric Hammersmith produces work that is provocative, entertaining, popular, eclectic, messy, contradictory and diverse.

We work with the best theatre artists around and champion the next generation, nurturing young talent from all backgrounds.

We strive to be at the heart of our community
whilst being internationally recognised

We lurch wildly between high art and populism – hopefully achieving
both at the same time

Beautiful theatre. Cheap tickets. Environmentally friendly.

Hammersmith and proud!

THE LYRIC: PAST, PRESENT & FUTURE

The Lyric is located in central Hammersmith in the London Borough of Hammersmith & Fulham, two minutes from Hammersmith tube and bus stations.

The theatre has an extraordinary history. It was designed by the world-renowned Victorian theatre architect, Frank Matcham, and originally opened in 1895 on a different site from the one it stands on today. In 1972, the original building was scheduled for demolition to make way for a new shopping and housing complex. There was a huge public outcry and, at the final hour, the local council saved the theatre by instructing that the Lyric could only be pulled down by the developers if Matcham's exquisite plasterwork was preserved and recreated in a new theatre above the Kings Mall Shopping Centre. The new Lyric Hammersmith was officially opened in 1979 by the Queen. The Matcham plasterwork had been painstakingly reconstructed in a new Victorian-style 550 seat auditorium and a modern black-box 110 seat studio was added to the building at the same time.

In 2004, the Lyric was redeveloped again with funding from the National Lottery and a public fundraising appeal. The £2m project was designed by the internationally acclaimed architect, Rick Mather. The entrance of the theatre was relocated from King Street to Lyric Square and a box office, street-level café, rehearsal room and education space were added within a new extension.

In April 2015 the theatre entered a new and exciting phase of its history. After nearly a decade of planning, fundraising and building, we opened the doors to a new Lyric, again designed by Rick Mather Architects, which includes a major extension to the West. The new Reuben Foundation Wing added two floors of facilities aimed at expanding the Lyric's work with young people, emerging and professional artists. It includes:

- A new rehearsal space the size of the main house stage with a stage-management office
- A dance studio with a sprung floor and full height mirrors
- A film and TV studio and editing suite equipped with a 'green screen' and professional camera and editing equipment
- A 50 seat cinema
- A recording studio and a suite of small and medium-sized music practice rooms
- A digital play space
- A sensory space for disabled children
- New and expanded set and wardrobe workshops
- New staff offices

Externally the building has been re-rendered and a nine metre high neon sculpture designed by the artist David Batchelor, which is based on plasterwork detail from the Victorian auditorium, has been installed on the East Elevation. Internally the existing building has also been refurbished including the redesign of the theatre's café and bar and installation of new environmentally friendly heating and lighting systems as well as a green sedum roof.

In the Summer of 2018 the Lyric completed a refurbishment of both its main house auditorium and studio theatre.

The Lyric has a proven commitment to environmental sustainability and has just become the first theatre venue in the UK to announce it has been awarded the maximum five stars under the Julie's Bicycle Creative Green Certification Scheme. The new building was awarded a BREEAM rating of 'Excellent' – the Government's kitemark for sustainability in new and refurbished buildings.

In February 2019 Rachel O'Riordan started as the Lyric's new Artistic Director, her first season will be announced late Spring 2019.

LYRIC GOVERNANCE, STAFFING AND FINANCES

The Lyric is a registered charity and a company limited by guarantee. As such, we are overseen by a non-executive Board of Directors which is chaired by Lisa Burger. The Board delegate day-to-day management of the theatre to its Executive Team: Rachel O'Riordan (Artistic Director and Joint CEO) and Sian Alexander (Executive Director, Joint CEO and Company Secretary). We have a talented and dedicated team of around 50 permanent staff, and employ numerous freelance artists, practitioners and casual staff, as well as operating a substantial apprenticeship scheme.

The Lyric aims to create a programme of work that is artistically adventurous and ambitious but also financially sensible and sustainable. We have an annual turnover of approximately £5-6m and our work is funded through four main sources: grant income from Arts Council England and the London Borough of Hammersmith & Fulham; box office income; fundraising income from trusts, businesses and individuals; and other earned income which includes commercial hires, catering and front of house sales.

JOB DESCRIPTION FOR THE POST OF PR & MEDIA MANAGER

RESPONSIBLE TO:	Director of Communications and Sales
SALARY:	£28,000 - £31,000 per annum
CONTRACT:	Permanent, Full-time contract
HOURS:	<p>The Lyric's normal office hours are 10am-6pm. The post-holder will be expected to fulfil the hours required to do the job, including some evening and weekend work, but is not expected to work more than an average of 48 hours per week across the year in line with the Working Time Regulations.</p> <p>We welcome conversations around flexible working and job shares.</p>
HOLIDAY:	28 days per annum inclusive of public holidays, with an additional day added for each year of service, up to a maximum of 33 days.
PENSION:	3% matched pension contribution
OTHER BENEFITS INCLUDE:	Season ticket loans, Cycle to Work Scheme, Staff Ticket Scheme for complimentary and discounted theatre tickets, and staff catering discounts
NOTICE PERIOD:	3 months
PROBATIONARY PERIOD:	6 Months

DEPARTMENT INFORMATION

The Communications & Sales team is led by the Director of Communications and Sales and comprises:

- Director of Communications and Sales
- Head of Marketing
- Box Office Manager
- PR & Media Manager – this role
- Deputy Box Office Manager
- Marketing Officer
- Marketing Trainee
- Box Office Assistant (full time)
- Box Office Apprentice (vacant)
- Box Office Assistant Casuals

MAIN PURPOSE OF POSITION

The PR & Media Manager is a new role in the Communications & Sales team and will help shape the development of a new in-house press office at the Lyric. Reporting to the Director of Communications & Sales you will deliver a programme of media and public relations activity to support the Lyric's vision and strategic plan. This role will manage a diverse mix of opportunities, which promote the Lyric's productions, young people's programmes and wider work to the broadest possible audience, highlighting our impact and positively developing our reach and reputation, through print, broadcast, online media and social media engagement.

KEY RESPONSIBILITIES

Press & PR

- Create positive media coverage of the Lyric and its activities by generating, developing and implementing press and media strategies.
- Developing new ways to engage with the changing face of communications and the media and for the Lyric to contribute to the news agenda.
- Extend the network of Lyric media contacts to support our audience development goals. A particular priority is online and social media with a youth and BAME focus.
- Support the Director of Communications in maintaining the Lyric's reputation and managing issues proactively as they arise.
- Maximise press opportunities to raise the Lyric's profile.
- Build a strong network of local media contacts, developing and implementing local and speciality press campaigns.
- Generate high quality editorial coverage for the Lyric Hammersmith, its productions, and its extensive Young People's Programme across all media.
- Ensure all coverage is consistent with the theatre's communication objectives.
- Write, format and distribute press releases, liaising with Directors and management.
- Implement show-specific and profile-building national campaigns; researching story angles and liaising with journalists and reviewers.
- Create, develop and maintain strong press relationships with an efficient, highly organised working style and creative story ideas.
- Organise press conferences, launches, photo calls, press nights and other promotional events as required by the Director of Communications & Sales.
- Assist with the planning and execution of successful media sponsorship programmes and innovative collaborative media initiatives.
- Brief directors, actors and other interviewees before press interviews.
- Respond quickly and effectively to queries from the media on the work, policies and campaigns of Lyric Hammersmith.
- Monitor arts coverage in the press in general to keep abreast with current issues and competitor coverage, distributing key stories to senior management.

Content development:

- Oversee the Lyric's rehearsal and production photography and filming for media use. This will include the commissioning, coordination and management of images and AV, including adherence to our Safeguarding requirements, and the coordination of press shoots and filming requests.
- Manage the Lyric's images, distributing them to media and ensuring appropriate and consistent crediting.

- Work closely with colleagues to develop, deliver and distribute appropriate digital assets to support our objectives on owned and earned channels.

Media monitoring and evaluation:

- Lead on the monitoring, measurement and analysis of our media data to allow effective evaluation of our work, including setting up our media monitoring contract.

General

- Regularly attend Lyric shows to develop a sound knowledge of Lyric productions. This will include attendance at all press/first nights and other special events.
- Keep up-to-date with media trends and developments in communications as well as developments in contemporary theatre.
- Regularly attending productions at other venues and monitoring competitors' press coverage.
- Representing the Lyric at public events as agreed with the Director of Communication and Sales.
- To take an active role in your continuing professional development, identifying relevant training and professional development opportunities.
- To work at all times in accordance with the Lyric's Green Policy and Action Plan and to proactively develop and encourage environmentally sustainable practice, representing the Communications department at regular Green Team meetings.
- To adhere to the Lyric's Equality Policy, Diversity Action Plan and any other policies or plans the Lyric may introduce in the future.
- To act at all times in the best interests of the Lyric.
- To undertake any other duties as agreed with your line manager as is appropriate to the post.

This job description is a guide to the nature of the work required of the PR & Media Manager. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as required.

PERSON SPECIFICATION

Essential:

- A proven track record in delivering effective national media campaigns and PR projects including online, broadcast and print.
- An excellent awareness of what makes a good story.
- Good understanding of the changing media landscape.
- Strong knowledge of the arts, theatre industry, theatre-related media and social influencers
- Experience of working in a theatre or performing arts environment.
- Ability to build strong relationships with journalists, media influencers and stakeholders.
- Demonstrable experience and creative use of social media in campaigns.
- Highly developed written and oral communications skills, including excellent and accurate copy-writing.
- Proven persuasive negotiating skills and ability to problem solve.
- IT literate to a high standard (Word, Excel, image editing software).
- Ability to prioritise a busy and varied workload and work at a fast pace.
- Experience of organising and managing promotional events.
- Ability to work unsupervised and use initiative.

- Strong team player.
- A genuine enthusiasm for theatre in all its forms and commitment to wider access and participation in the arts.

Desirable:

- Experience of promoting commercial activities, including catering, events and hires.
- Experience of promoting Young People's work and talent development opportunities.
- Familiarity with web content management systems.

HOW TO APPLY

To apply for the post, please:

- Complete an **application form** in type or black ink.
- Write a **covering letter** (no longer than two sides of A4) explaining why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form, covering letter and equal opportunities monitoring form** by email to lyricjobs@lyric.co.uk or by post to Chrissy Angus, Lyric Hammersmith, King Street, London W6 0QL.
- **Do not submit CVs, as these are not accepted.**

The deadline for receipt of completed applications is: **Tuesday 07 May 2019 at 10am.**

We look forward to receiving your application and thank you for your interest in the Lyric Hammersmith.

GUIDANCE

Please read the person specification and job description carefully before starting your application and ensure that you meet all the essential criteria. Only relevant information will be considered when shortlisting applicants for interview. Your application will be kept on file for a maximum of 12 months and then destroyed.

INTERVIEW PROCESS

It is intended that initial interviews will take place on **Thursday 09 May** or **Friday 10 May**.

EQUAL OPPORTUNITIES

The Lyric values and promotes diversity and is committed to equality and opportunity for all. All employees are required to comply with and actively promote our Equality policy, and no job applicant or employee will receive less favourable treatment on the grounds of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, gender, sexual orientation, class or socio-economic background, trade union activity or political activity or opinion.

We may use positive action, in cases where candidates are equally qualified, to increase the employment of under-represented groups at the Lyric.

The Lyric Hammersmith is proud to be a Disability Confident Committed Employer and an Official Partner of Parents in Performing Arts (PiPA).



ACCESS

If you would like to submit your application form and covering letter in another format we would be happy to accommodate this. Please contact the Administration department on 020 8741 6822 option 2 or lyricjobs@lyric.co.uk to discuss a suitable alternative.

The Lyric Hammersmith has made a commitment that all applicants with disabilities who meet the essential criteria for this job will be invited to interview. Please complete the Application Statement to help us with this. Please also state on the form if you have any access requirements for interview, or contact the Administration team to discuss.

APPOINTMENTS

In line with the Lyric's Safeguarding Policy, any appointment will be made subject to a satisfactory enhanced Disclosure and Barring Service (DBS) disclosure. Disclosure information will be treated in the strictest confidence and shall only be seen by those who need to see it as part of the recruitment process. Only relevant information will be taken into account. The Lyric will not discriminate unfairly against any convictions or other information revealed.

All appointments are made subject to satisfactory references and proof of eligibility to work in the UK.