

Lyric

HEAD OF CAMPAIGNS (MATERNITY COVER)



Rhys Taylor as Fairy Fredbare in *Cinderella*. By Jude Christian. Directed by Tinue Craig. Photo by Helen Maybanks.



Tripti Tripuranani as Mrs Lahiri. Anjana Vasan as Niru in *A Doll's House*. By Tanika Gupta. Directed by Rachel O'Riordan. Photo by Helen Maybanks.



Fode Simbo as Snow. Polly Frame as Kris Kelvin in *Solaris*. By David Greig. Directed by Matthew Luton. Photo by Mihaela Bodlovic.

"The Lyric ...it's simply a theatre that thinks for itself." A.A. Milne

We are the Lyric Hammersmith Theatre. We are the civic and creative heart of West London. We believe that everyone deserves to experience the life changing impact of theatre.

In our big, beautiful theatre, we tell stories that matter and work with exceptional talent to make ambitious, entertaining, inspiring shows for our audience in West London and beyond.

We remove barriers to engagement and ensure young people have the opportunity to discover the power of their creativity, shaping the future of British theatre.

We are inclusive, forward looking and unafraid of change – we are proud of our history and ambitious for our future.

A local theatre with a national impact: The Lyric - 125 years young

Work with integrity and respect

We support each other with kindness, openness and integrity. Together we celebrate our achievements and work collaboratively through our challenges.

Every day we learn and grow

We continue to ask questions, seek answers and share our learning with each other for the benefit of the Lyric.

Be ambitious and action-focused

We believe in excellence; we have a can do attitude, go the extra mile and ensure our ideas become actions.

Serve our West London community

We are here for the people of West London, every decision we make and action we take should benefit our community.

HOW TO APPLY

To apply for the post, please:

- Complete an **application form** in type or black ink. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form** by email to jobs@lyric.co.uk and fill up online **equal opportunities monitoring form**: <https://lyric.co.uk/equal-opportunities-form/>
- Do not submit CVs, as these are not accepted

The deadline for receipt of completed applications is **10am on Monday 5th February 2024**. Interviews will take place on **Monday 12th February and/or Tuesday 13th February 2024**.

If you would like to submit your application form in another format or require this information pack in a different font or format, we would be happy to accommodate this. Please contact the Administration & HR Team on 020 8741 6822 option 2 or jobs@lyric.co.uk to discuss a suitable alternative.

DESCRIPTION FOR THE POST OF HEAD OF CAMPAIGNS (MATERNITY COVER)

RESPONSIBLE TO:	Director of Communications & Sales
RESPONSIBLE FOR:	Marketing Manager & Press Officer
CONTRACT:	Full-time, fixed term role. This fixed term post will begin in April 2024 and end on March 2025.
SALARY:	£39, 200 per annum (Pro Rata)
HOURS:	<p>The majority of the post-holder's hours are expected to be worked between 9am and 7pm Monday to Friday. Due to the nature of the Lyric's work the post-holder may be required to do some evening and weekend work to fulfil the requirements of the role.</p> <p>The Lyric operates on a <u>House Agreement</u>.</p>
HOUSE AGREEMENT TYPE:	Office Agreement
HOLIDAY:	30 days per annum, including Bank Holidays with an additional day added for each year of service up to a maximum of 35 days. Pro rata – for part-time hours
NOTICE PERIOD:	Three months
PROBATIONARY PERIOD:	Three months
PENSION:	3% pension contribution after qualifying period
OTHER BENEFITS INCLUDE:	Season ticket loans, Cycle to Work Scheme, Employee Assistance Programme, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discount.

DEPARTMENT INFORMATION

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

- Director of Communications and Sales
- Head of Campaigns (this role)
- Marketing Manager
- Box Office Manager
- Press Officer
- Press and Marketing Assistant
- Box Office Assistant (two part-time posts, report to Box Office Manager)
- Box Office Assistant (casual staff, report to Box Office Supervisor)

MAIN PURPOSE OF POSITION

The Head of Campaigns is a key role in the Communications & Sales team, it leads on the planning and delivery of marketing and press campaigns for all Theatre productions with support from the Director of Communications and Sales. This role also assists the Director of Communications and Sales with planning for Young Lyric, Fundraising and Commercial campaigns ensuring we are reaching the broadest possible audience, highlighting our impact and positively developing our reach and reputation.

Reporting to the Director of Communications & Sales you will work across all Communications channels to support the Lyric's vision and strategic plan.

This role includes the line management of the Marketing Manager and the Press Officer.

KEY RESPONSIBILITIES

- Line managing the Marketing Manager and the Press Officer, this role works across all Lyric campaigns including leading on Theatre shows and supporting the campaign planning for Young Lyric, Commercial and Development.
- Working closely with the Director of Communications and Sales, and the Box Office Manager, this role helps maximise ticketing strategies in order to meet targets.

Marketing

- Plan and manage the Marketing budget with the Marketing Manager
- Create engaging campaigns for all areas of the business across productions, Young Lyric, Commercial and Development.
- Work with external designers to create design assets for all campaigns which are on brand and engaging to all target audiences.
- Work with external media agencies to ensure paid campaigns are planned in advance and performing effectively.
- Work collaboratively with the Box Office Manager to ensure robust ticketing strategies focusing on promotions and community outreach are in place while also working closely with Ticketing Agents to maximise sales.
- Lead on the Access marketing plan with support from the Marketing Manager.
- Ensure all content captured across video, photography and other media is of a high standard and is used in a timely manner.
- Lead on the content planning and timely delivery of the programmes and work with the Marketing Manager and Press Officer to ensure content is engaging and accurate.

Press & PR

- Manage the Press budget with the Press Officer
- Effectively prioritize press campaigns in order to generate positive media coverage of the Lyric and its activities
- Develop and implement press and media strategies with the Press Officer
- Developing new ways to engage with the changing face of communications and the media and for the Lyric to contribute to the news agenda.
- Support the Press Officer with extending the network of Lyric media contacts to work with audience development goals.
- Support the Director of Communications & Sales in maintaining the Lyric's reputation and managing issues proactively as they arise.
- Oversee and support the Press Officer to maximize preview, review and feature coverage for shows, Young Lyric, Development and Commercial campaigns
- Ensure the Lyric press office build a strong network of local media contacts including influencers developing and implementing local and specialty press campaigns.
- Find creative ways to generate high quality editorial coverage for the Lyric Hammersmith across all media with the support of the Press Officer and Marketing Manager.
- Ensure all coverage is consistent with the theatre's communication objectives.
- Support the Press Officer with the creation of media assets such as press releases..
- Ensure the Press Office develops and maintain strong press relationships with an efficient, highly organised working style and creative story ideas.
- Assist with the planning and execution of successful media sponsorship programmes and innovative collaborative media initiatives
- Support the Press Officer to respond quickly and effectively to queries from the media on the work, policies and campaigns.
- Ensure all theatre productions are appropriately supported through press and media, deciding as needed in consultation with the Director of Communications & Sales if external PR support is required.

Website, social media and CRM

- Oversee CMS management, ensuring content is accurate and high quality at all times.
- Liaise with the website agency to ensure tickets are dealt with, and urgent, business-critical issues are resolved in a timely manner
- Implementing a robust social media and email marketing schedules which are kept up to date and used as key planning tools by the department
- Work with the Director of Communications, Marketing Manager and Box Office Manager to ensure CRM campaigns are planned strategically following best UK GDPR practice and taking an audience-focused approach when planning the messaging.

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

General

- To regularly attend Lyric Hammersmith Theatre shows and other events, including Press Nights and development events
- Attend internal and external meetings as required

- To act always in the best interests of the Lyric Hammersmith
- To maximise income and minimise expenditure, without compromising quality or reputation
- Representing the Lyric at events, conferences and meetings as the post requires
- To take an active role in your and the team's continuing professional development, identifying relevant training and professional development opportunities.
- 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 this role. It is not wholly comprehensive or restrictive and may be reviewed as required.

PERSON SPECIFICATION

Essential:

- A proven track record in delivering effective marketing and press campaigns
- A proven track record of managing and developing team members efficiently
- 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
- Ability to build strong relationships with journalists, media influencers and stakeholders
- Demonstrable experience and creative use of social media in campaigns
- Strong and clear 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.
- 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
- Collaborative, approachable and a problem-solver
- A genuine enthusiasm for theatre in all its forms and commitment to wider access and participation in the arts
- Experience of, or strong interest in working in a theatre or performing arts environments will help your motivation for the role.

EQUALITY, DIVERSITY & SAFEGAURDING

The Lyric values and promotes diversity and is committed to equality and opportunity for all. We are working actively to be an anti-racist organisation. Everyone who works with us is required to comply with and actively promote our Equality Policy, and no job applicant or member of our workforce will receive less favourable treatment on the grounds of age, disability, gender, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, sexual orientation, class or socio- economic background, trade union activity or political activity or opinion.

The Lyric Hammersmith Theatre has made a commitment that all applicants with disabilities who meet the essential criteria for this job will be invited to interview. 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 Theatre is proud to be a Disability Confident Committed Employer and an official Partner of Parents in Performing Arts (PiPA).



The Lyric works closely with young people, therefore all employees and workers are expected to comply with our Safeguarding Policy as a result an enhanced or standard DBS check will be required.

APPOINTMENTS

All appointments are made subject to satisfactory references, proof of eligibility to work in the UK and are subject to an enhanced or standard Disclosure and Barring Service (DBS) disclosure.

LYRIC CONTACT DETAILS

If you have any questions about this role, you can contact the Lyric's Administration & HR Team on 020 8741 6822 option 2 or jobs@lyric.co.uk.

We look forward to receiving your application.



Photo by Helen Murray



Photo by David Tett



Photo by Helen Murray