

PRESS MANAGER



School Girls; Or the African Mean Girls Play
Photo by Manuel Harlan



Accidental Death of An Anarchist
Photo by Helen Murray



Iphigenia in Splott
Photo by Jennifer McCord

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.

LYRIC VALUES

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 complete an **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 **Monday 10:00am, 12th August 2024**. First interviews will be held **w/c 19th August 2024** and second interviews will be held **w/c 26th August 2024**.

If you would like to submit your application 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. (Between 10:00am-5:00pm, Monday- Friday)

DESCRIPTION FOR THE POST OF PRESS MANAGER

Responsible to:	Head of Campaigns
Contract:	Full-time permanent role
Salary:	£31,000 per annum
Hours/Days:	<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 has a House Agreement that details our approach to working hours for all staff.</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
Notice period:	Three months
Probationary period:	Six months
Pension:	3% pension contribution after qualifying period

Other benefits include: Season ticket loan, Cycle to Work Scheme, Employee Assistance Programme, Work from Home Policy, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discounts

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
- Marketing Manager
- Box Office Manager
- Press Manager (this role)
- 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 Press Manager is a key member of the Communications and Sales Team, and runs the in-house press office at the Lyric. Reporting to the Head of Campaigns, the Press Manager delivers a programme of media and public relations activity to support the Lyric's mission and business plan. The role will secure a diverse mix of media opportunities that promote the Lyric's productions, work with young people and wider work to the broadest possible audience, highlighting our impact and positively developing our reach and reputation via print, broadcast, online media and social media engagement.

PRINCIPAL DUTIES

- Create positive media coverage of the Lyric and its activities by generating, developing and implementing press and media strategies.
- Extend the network of Lyric media contacts to support our audience development goals.
- With support from the Box Office Manager, Marketing Manager and Head of Campaigns, working to ensure that, as far as possible, income and attendance targets are achieved.
- Maximise preview, review and feature coverage for shows
- Drafting, proofing and distributing press releases, with support from the wider Lyric team.
- Support the Director of Communications & Sales in maintaining the Lyric's reputation and managing issues proactively as they arise.
- Maximise press opportunities that raise the Lyric's profile and which provide opportunities for the Lyric to contribute to the news agenda.
- 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.
- Generate coverage for the Lyric's Development campaigns and commercial activity, including the Lyric Bar and venue hire.

- Develop and maintain strong press relationships with an efficient, highly organised working style and creative story ideas.
- 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 and wider teams.
- Organise press conferences, launches, press nights and other promotional events as required by the Director of Communications & Sales.
- Liaise with the Producers and Company Stage Manager to organise photo calls, interviews with cast and other press related activity
- Liaise with external Press Agencies on campaigns that require external press support, co-production and wider joint activity.
- Manage the Lyric's images, distributing them to media and ensuring appropriate and consistent crediting.
- Circulating press updates to relevant stakeholders.
- Assisting on the implementation of other campaign activities directed by the Head of Campaigns when required.

GENERAL DUTIES

- Regularly attend Lyric Hammersmith Theatre shows and projects including press nights, Young Lyric and development events.
- Attending internal and external meetings as required.
- To adhere to the Lyric's Equality, Diversity and Inclusion Policy, Anti-Racism Strategy, Health & Safety Policy and any other policies or plans the Lyric may introduce in the future.
- Work at all times in accordance with the Lyric's Environmental Sustainability and Action Plan and proactively develop and encourage environmentally sustainable practice.
- To take an active role in your continuing professional development, identifying relevant training and professional development opportunities.
- To act always in the best interests of the Lyric Hammersmith Theatre
- To undertake any other duties as agreed with the Head of Campaigns 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 Criteria

- Press and media relations experience, preferably within theatre
- Experience of planning, implementing and reviewing press campaigns
- An excellent awareness of what makes a good story
- Good understanding of the changing media landscape
- Ability to build strong relationships with journalists, media influencers and stakeholders

- Some experience of managing budgets
- Strong and clear written and oral communications skills, including excellent and accurate copy-writing
- Excellent time and workload management with the ability to work under pressure to tight deadlines
- Good IT skills and an understanding of UK GDPR
- A genuine enthusiasm for theatre in all its forms
- A confident and professional manner
- Ability to work unsupervised and use initiative

Desirable Criteria

- Experience of using a PR monitoring and distribution digital tools and Media Databases

EQUALITY & DIVERSITY

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, Diversity and Inclusion 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 supports parents and carers working in theatre.

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. (Between 10:00am-5:00pm, Monday-Friday)

We look forward to receiving your application.