

Rep Job Profile

Job Title:	Head of Communications	Department:	Audiences & Media
Contract Type:	Permanent	Salary (Grade):	£42,871.92 (Manager 6)
Hours:	39 per week	Reports to:	Director of Audiences & Media

Role Summary

The opportunities to tell our story, increase our income, engage with current audiences and reach new audiences are limitless and as such we are seeking an ambitious, creative thinker. As a senior communications expert, you'll be adept at creating inspiring and effective comms for a multitude of target groups that promote and profile the work of The Rep in an imaginative, exciting, relevant and inspiring way.

You'll be able to craft relevant stories and messages from across the spectrum of charitable and commercial activities that are the lifeblood of The Rep and build awareness of and support for our work amongst all our stakeholders. You'll be obsessed with filling our theatres with new and returning audiences, but also showcasing our huge schools and talent development programme, award-winning youth theatre and far-reaching community programmes.

Main Responsibilities

Press and PR

- Develop an integrated, flexible and professional communications strategy which enables The Rep to deliver its artistic and strategic objectives and is nuanced to speak powerfully to our diverse internal and external stakeholders.
- Plan and deliver target-driven national and regional media campaigns for all our major productions, adopting a 'no stone left unturned' approach to generating the widest possible coverage for each production/project.
- Be adept at pitching creative and interesting stories that seize all opportunities to achieve fantastic national and regional coverage across broadcast, print and digital media for all Rep activities.
- Deliver organisational PR that profiles The Rep as an ambitious theatre that is national and international in its reputation and reach, whilst being rooted in its city locality.
- Keep abreast of the work taking place across our organisation so that relevant stories and messages can be identified to shine a light on our work off-stage as well as on.
- Manage the Press Office function – responding to media requests for information and acting as an effective interface between artists, creatives and media.

- As part of a cross-organisation team, lead on the successful delivery of all Rep Press & VIP Nights.

Marketing & Communications

- As part of the Audiences and Media team, co-own the shared objective of achieving all of The Rep's audience and sales targets.
- Lead on The Rep's organic strategy and delivery for all Social Media channels, keeping abreast of trends and best practice.
- In collaboration with the Directors of Audiences and Media and Head of Marketing, create engaging and targeted video content for all Rep productions and our wider activities.
- Continually monitor sales and ensure press campaign priorities and comms delivery respond to sales and booking trends.

Relationship Management

- Profile and promote the work of The Rep through developing contacts with stakeholder groups, ensuring you are a valuable, visible, advocate.
- Build and sustain excellent relationships with journalists, influencers and broadcasters across the West Midlands and National theatre/entertainment outlets.
- Develop strong and supportive relationships internally with the CEO, incoming Artistic Director, senior leadership team, visiting companies and staff across the building.
- Manage relationships with press agencies to ensure they deliver to brief and achieve agreed targets and goals.
- Maintain current and accurate Press, PR and Media lists

Brand Development

- With the Directors of Audiences and Media and the Head of Marketing, create communications that support the re-positioning of The Rep's brand and tell The Rep story using language which is relevant, accessible and inspiring.
- With the Directors of Audiences and Media and the Head of Marketing, contribute to the creation of a brand personality and tone of voice for The Rep.

Audience Development

- Develop imaginative, accessible and engaging communications that help to address the under- representation of specific communities including, but not limited to global majority audiences; D/deaf and disabled audiences and patrons from lower-income households.
- Develop direct 'on the ground' working relationships with community leaders from under-represented communities.
- Seek and leverage opportunities across the City to raise the profile of The Rep within under-represented communities.

The duties and responsibilities set out should not be regarded as exclusive or exhaustive. Post-holder may be required to undertake other reasonably determined responsibilities appropriate to the level of the role.

Accountabilities

You will be responsible for...

- Line management of the Communications Assistant

Person Specification

You must have...

Skills and Knowledge

- Excellent written and oral communication skills – in particular the ability to write in different styles for different channels and varying audiences – all with the requisite attention to detail.
- Excellent contacts across a wide variety of media, including national and regional press, and ability to leverage these in a timely fashion for the benefit of The Rep.
- Proven ability to prioritise workload and work efficiently and effectively to manage multiple campaigns and objectives at once.
- Excellent interpersonal skills and the ability to nurture and build effective working relationships with internal and external stakeholders.
- Ability to spot and craft creative and inspiring stories that connect and resonate with target audiences via media outlets and social media platforms.
- Knowledge of current affairs and the ability to position the work of The Rep in relation to these where appropriate – connecting the theatre with them in a way that's relevant, engaging and reputation enhancing.
- Excellent digital and social media skills, along with a strong awareness of digital trends.

Experience

- Proven track record working as a communications professional at a senior level in the cultural sector.
- Demonstrable experience of achieving consistently excellent press coverage across print, digital and broadcast media.
- Experience of working in a target driven culture and creating communications that drive sales, attendances and income generation.
- Experience of using communications to enhance brand positioning.
- Experience leading social media messaging and content creation.
- Experience of working in a very busy and reactive Marketing and Communications team.

Education and Training

- Degree level or equivalent experience.

Personal Attributes

- A team player, prepared to 'muck-in' and go over and above to help meet the aims of an ambitious department.
- A positive 'can do' attitude, approachable and empathetic.
- Personal credibility and influence to operate effectively at all levels.
- Sensitivity and discretion.
- Commitment to furthering diversity, inclusion and representation practice in all aspects of the job in a way that is tangible and measurable.
- Commitment to engaging positively and enthusiastically with the city of Birmingham and its people .

If you do not demonstrate that you meet these minimum criteria, you may not be shortlisted.

It'd be great if you had...

- Experience of working in a busy theatre or cultural attraction.
- Suitable marketing / PR qualification or evidence of continued professional development.

If we need to choose between candidates who meet the essential criteria, we may take these factors into account.