

Job Summary

PRESS OFFICER (FIXED TERM 12 MONTHS)

- Responsible to:** Head of Press and Communications
- Salary:** £28,000 per annum
- Contract:** Fixed Term 12 Months
- Hours:** 35 hours per week (generally 10am to 6pm Monday to Friday). Occasional evening and weekend work will be required, as well as Press Nights and other press events.
- Holiday:** 25 days per annum pro rata
- Notice period:** 1 month
- Probation period:** 1 month
- Key Objective:** As part of the Marketing and Audiences Department, support the work of the Head of Press and Communications in maintaining and increasing the profile of the Young Vic Theatre Company and its work, through activity in press, broadcast and media.

About the Marketing and Audiences Department

The Marketing and Audiences Department design and deliver the Young Vic's marketing, sales, communication, and audience development strategies. We oversee marketing and press campaigns across the entire Young Vic programme – this includes our productions, projects and events, in the main house, studios, digital 'stages', and across the creative engagement and talent development departments. It's our role to communicate the Young Vic's identity and culture, as well as cultivating new and existing audiences for the Young Vic's work. This includes ensuring that the Young Vic's public spaces, digital channels, and tone of voice are inclusive and welcoming to people of all backgrounds and identities.

Job Description

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Press Administration

To provide administrative support to the Head of Press and Communications, to include but not be limited to:

- Responding to press requests and liaising with members of the press in person, over the phone and via email with professionalism and in a timely manner.
- Maintain up to date press lists and relevant office systems and records (press cuttings, image libraries and databases).
- Ensure that press cuttings are up to date and comprehensive and circulated to relevant parties at the Young Vic, and archived appropriately.
- Be responsible, in consultation with the Producing Department, for the scheduling of the SOLT press night diary, alerting relevant parties about potential clashes, and liaise with other arts organisations to manage new season announcements and mitigate clashes.
- Assisting the Head of Press and Communications with the organisation and execution of all aspects of press events, including administering invitations and ticket allocations, managing press seat inventory,

overseeing interval drinks and other duties as required.

- Researching, writing and proof-reading press releases and press materials.
- Assisting the Head of Press and Communications with interviews and photo shoots on and off-site including booking space and set up.
- Liaising with company members or their agents to gather relevant information as required.

Press Strategy

- Conduct research into press opportunities for all aspects of productions and events, including creative teams, actors, writers, show content and themes.
- Foster and maintain positive relationships with members of the press and media, stakeholders, and associates, including timely responses to all media enquiries.
- Support the Head of Press and Communications to work with co-producers and other third parties as required.
- Research into new publications and seek out new PR opportunities through research into national, specialist trade, media and local press, as well as new and emerging communication channels.
- Monitor relevant external news stories, maintaining a keen understanding of industry trends.
- Support the Head of Press and Communications in encouraging diverse media coverage and supporting new critical voices for the sector, as well as developing and implement blogger/influencer strategy.
- Assist with other audience development strategies in line with the Young Vic vision, including meeting

internal goals for expanding press lists and diversifying journalists and titles the department works with, and networking with PRs across the theatre sector to stay up to date on best practice for promoting greater diversity and inclusion in the media space

- Work with the Young Vic Marketing and Audiences team to ensure holistic campaigns across owned channels.

Show Campaign Work

- Develop press strategies for Young Vic events and initiatives, in line with organisational goals – with particular emphasis on amplifying the profile of the Taking Part department, and the new international press strategy for Young Vic live stream productions
- For these strategies, be responsible for the organisation and execution of press events, including administering invitations and ticket allocations, managing press seat inventory, and other duties as required.
- For these strategies, arrange interviews and photo shoots on and off-site, including booking space and set up.
- Work with the Head of Press and Communications to communicate effectiveness of press activity, including creating reports for campaigns and circulating to stakeholders, explaining reach and resonance of activity through quantitative and qualitative examples

General

- Work closely with other departments within the company in relation to all press matters.

- To actively support the Young Vic's goal to become an anti-racist organisation, and to help ensure an inclusive and safe environment is created both for internal colleagues, project freelancers and journalists who are Black or from the Global Majority.
- To represent the Marketing and Audiences Department on relevant staff panels.
- To uphold and embody the Young Vic's company policies, including but not limited to our Equality, Diversity and Inclusion policy, Dignity at Work policy and Health and Safety policy.
- To be an active and supportive member of the Young Vic staff team.
- To provide the highest level of customer and audience care and service at all times whilst a member of the Young Vic staff team.
- Any other reasonable duties required to assist the Head of Press and Communications or the Young Vic operation as a whole.

Person Specification

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Essential

- Support for the mission, vision and work of the Young Vic and a passion to help achieve the theatre's success through public relations
- Proven experience in a press role in a professional environment
- Proven administrative and organisational skills in an office environment
- A demonstrable ability to work flexibly under pressure, to prioritise and to meet different deadlines
- A sound knowledge of and an active interest in the media and social media landscape
- High degree of accuracy and attention to detail
- Excellent communication skills, verbally and in writing
- Excellent proofreading skills
- A supportive team member
- Reliability and discretion
- A confident decision maker
- A passion for theatre and culture, and ensuring that it is inclusive of, and accessible to those who experience barriers to engaging with the arts
- A positive attitude with a high level of self-motivation and ability to work using initiative
- High degree of computer literacy and proficient in Microsoft office applications

Desirable

- A commitment to developing a career in the arts
- Experience of database and contact management
- Experience using Tessitura
- Experience creating reports, including some experience capturing and interpreting data