



Job Description

Job Title: Senior Press & PR Officer, Globe Education
Department: Communications
Reports to: Commercial Director

Background

Shakespeare's Globe is dedicated to the exploration of Shakespeare's work and the theatre for which he wrote. Together, Globe Theatre, Globe Education and Globe Exhibition & Tour seek to further the experience and international understanding of Shakespeare in performance. The Communications Department is responsible for raising awareness of Shakespeare's Globe to increase audiences, visitor numbers and revenue. Globe Education seeks to share the educational, academic and creative discoveries made at the Globe with people of all ages and nationalities.

The Press & PR team is responsible for positioning Shakespeare's Globe in the local, national and international media as a world-leading institution in the performance, exploration and study of Shakespeare and his contemporaries. In addition to its specific activity of generating, facilitating and shaping media coverage of Shakespeare's Globe and its activities, the press office also has responsibility for broader communications activities, including managing third-party filming and photography on-site, coordinating all production and rehearsal photography and organizing set-up photography for marketing and press purposes.

Education is central to the primary purposes of The Shakespeare Globe Trust. Globe Education seeks to share the educational, academic and creative discoveries made at the Globe with people of all ages and nationalities.

Globe Education is comprised of three main areas: Learning, Events and Higher Education. These areas are supported by a digital team. The department is one of the largest Education departments in an arts organisation in the UK, currently employing 27 full-time, 14 part-time and over 80 freelance staff.

Higher Education invites students to take advantage of our unique resources, the Globe theatre and the Sam Wanamaker Playhouse, to examine the historical and current value of Shakespeare's plays, the materials of theatre practice and/or the relationship between the actors and audience in Early Modern theatre. Higher Education courses vary from a single day to an entire semester. They are delivered by leading Shakespeare scholars and expert theatre professionals. Many of Higher Ed's students have the opportunity to work on the Globe stage and in the Sam Wanamaker Playhouse.

Education Events gets behind the scenes insights from actors' with post-show Q&As, and expands visitors' knowledge of the canon with pre-show talks from world leading Shakespeare scholars. Education Events offers award winning productions and unique story telling experiences. Its Read Not Dead series – staged readings that are being rehearsed and acted out with script in hand in front to an audience on the same day - unearths 400-year-old plays by Shakespeare's contemporaries.

2,500,000 people across the world visit us online every year. Over 120,000 students take part in Globe Education activities on site or through outreach and on-line learning programmes. These include half-day workshops for primary, secondary and university groups, semester and year-long courses for undergraduate and graduate students, summer schools, training programmes for teachers, devised one term and one year projects for schools in Southwark. The annual Playing Shakespeare with Deutsche Bank production is created especially for young people with 21,000 free tickets given to London schools.

Globe Education's programme runs throughout the year. From April to October, several programmes are created to complement the plays presented during the Theatre Season. From October to March, Globe Education has exclusive use of the Globe stage and most workshops and courses include some practical work in the theatre. Globe Education has access to the indoor theatre, the Sam Wanamaker Playhouse, from April to October.

Purpose of the Job

In tandem with Globe Education's Press and PR Consultant, the post-holder will implement a communications plan which promotes the profile of Globe Education, as well as provide additional support to other areas of the press office where applicable.

Principal responsibilities

- Create and manage proactive media campaigns for Globe Education that will create a strong local, national and international profile for the Globe's educational activities across a range of media.
- Manage initial media enquiries received by the Globe, and ensure that these are dealt with effectively and efficiently.
- Work closely with the Globe Education department to develop a clear understanding of the department's work and its place within the aims, objectives and mission of Shakespeare Globe Trust, and to communicate and promote this understanding.
- Pursue and secure media opportunities which specifically raise the profile of Globe Education's Higher Education & Research Department and Globe Education's year round public events.
- Identify target audiences and seek appropriate media coverage and promotional opportunities for Globe Education's work particularly as it concerns Higher Education and Research and its Public Events.
- Schedule and manage Globe Education-related media visits on site effectively and efficiently and to handle broadcast media visits, in consultation with the Press and PR Consultants, including negotiating fees and site access and ensuring that Globe Education is portrayed in a mission-appropriate way.
- Book and brief photographers for Globe Education events, manage photoshoots or photographers on site, handle payments, and take responsibility for establishing photo and film permissions for children and young people.
- Organise, schedule and manage Globe Education press events, including invitations, guest lists, ticketing, refreshments, budget, hospitality, operations and staffing.
- Coordinate, compile and distribute press releases, subject to final approval by the Press and PR Consultants and Director of Globe Education.
- Identify and develop relationships with key journalists and media outlets for future promotion of Globe Education.
- Monitor and disseminate media exposure, recording any tangible output and using this information to influence future campaigns.
- Attend Globe Education events both on and off-site for the purposes of live tweeting, photographing, filming and/or documenting in other ways.

- Work closely with partner institutions and project sponsors to maximise coverage for particular courses, projects and performances.
- Identify key spokespeople within the Globe Education management team and work to position them as voices of authority within their respective areas of specialism.
- Keep abreast of government strategies regarding the teaching of Shakespeare and the arts.
- Reformat and caption production and publicity images and upload photos to the Press Image Library.
- Contribute to other areas of press office activity as required, including filming requests, reactive media enquiries, exhibition visits, press nights and photocalls.
- Identify and secure relevant speaking opportunities for Globe Education staff and faculty at national and international conferences and festivals.
- Secure and manage publicity opportunities for new books published by members of the Globe Education department.
- Work closely with the library and archive team to secure coverage across the literary and historical interest press on Globe artefacts.
- Identify and profile Globe Education spokespeople department wide including freelance staff, guest speakers and Globe Education Practitioners, Globe Education Assistants, visiting academics and speakers, and recipients of Globe Education awards (such as the Book Award).

Person Specification

Essential

- Outstanding verbal and written communication skills.
- Good experience of working in a press and PR environment, preferably within the education, arts or not-for-profit sector.
- Proactive and creative approach to media campaigns.
- Excellent ability to network and build fruitful relationships within the media.
- Demonstrable experience of dealing successfully with difficult and time-sensitive media enquiries.
- Excellent ability to deal with a wide range of different people and their demands.
- Flexibility to work outside normal office hours and to be on call as required at weekends and in the evenings to handle media enquiries.
- Highly organised and able to effectively prioritise when handling multiple different tasks.
- Ability to work under pressure and to strict deadlines.
- Drive, flair and imagination.
- Self-motivated team player.

Desirable

- Understanding of the charity/not-for-profit sector.
- Experience of using contact databases, media-monitoring services and email distribution services.
- Experience of working with film crews and an awareness of the commercial and publicity benefits of location exposure.

Recruitment Information and Terms and Conditions

Full Time / Permanent

[A full set of terms and conditions will be supplied with a contract of employment]

Hours: 35 hours per week exclusive of lunch breaks. Additional hours at

evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.

Salary: c. £26,000 per annum dependent on experience

Holiday: The annual holiday leave is 25 days per calendar year plus Bank Holidays.

Benefits: Discount in the Globe shop and onsite restaurants/cafes; free entry to Shakespeare's Globe Exhibition and to selected Globe Education events; season ticket loans available; eye test scheme; childcare vouchers scheme; SGT will auto-enrol eligible staff into a pension scheme, with required employer contributions.

This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes.

As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.