

TRINITY LABAN CONSERVATOIRE OF MUSIC & DANCE

PRESS OFFICER Full-time, Permanent

JOB DETAILS - CONTENTS

Page 2	Advertisement
Page 3	Job Description
Page 5	Person Specification
Page 6	Conditions of Service Summary and Staff Benefits
Page 7	Information on Trinity Laban Conservatoire of Music and Dance

PRESS OFFICER

Contract: Full-Time, Permanent

Salary: £29,960 - £35,954 p.a. (Including LWA)

Trinity Laban Conservatoire of Music and Dance is one of the world's leading conservatoires, renowned for its forward focus and innovative programmes. We don't just train our graduates for a career in music or dance – we inspire them to define their art forms.

And it could be your job to tell the world all about what we do.

The great news is that you'll have the most incredible material to work with. We put on 400+ events each year, including international tours, festivals and performances in major venues across London. Our brilliant students, staff and alumni are making a huge impact on the world stage, so there are always great stories to tell. And our world-leading educational practice – not just undergraduate, postgraduate and research programmes but also a vast array of weekend, evening and summer courses for dancers and musicians aged 3 to 103 – operates all year round, offering countless examples of innovation, excellence and success.

Your challenge will be to work with the Head of Marketing and Communications to filter all of this, to discover and shape the stories that both represent us best and have the greatest chance of making an impact, and to work out how to get these messages across. That might be through conventional channels – we love a nice broadsheet feature (who doesn't?) – or through social media and emerging digital channels.

It's a demanding but thrilling role. You'll be incredibly busy, you'll never be bored, and you'll enjoy working within one of the most diverse and vibrant educational and cultural organisations on the planet. Oh, and one of your offices was designed in the 17th century by Christopher Wren, and the other won the Stirling Prize. Trinity Laban is a great place to work from every point of view.

As for the skills you'll need: you should have previous PR, media and communications experience incorporating excellent communication and organisational abilities. You'll have relevant IT skills and the capability to work under pressure. Experience and knowledge of music and/or contemporary dance is crucial, and experience and knowledge of education would be nice too. You should be an enthusiastic, thoroughly committed and reliable team worker who can also take the initiative and stand on their own two feet when needed.

For someone out there, this will be the perfect job, and the highlight of their professional life. Maybe that's you?

If you think this might be just the job for you, please register an account with our eRecruitment system (or login if you have an account) and complete an online application form using the following link <https://jobs.trinitylaban.ac.uk/>

Closing Date: 23:59 hours BST, Monday 19 November 2018 (No Agencies)

Interview Date: W/C 26 November 2018

For any queries about this position that are not covered in the job pack, please email staffrecruitment@trinitylaban.ac.uk or contact Chloe Roper, People Services and Resourcing Officer on 0208 305 4382.

All of our taught programmes are validated by Trinity Laban Conservatoire of Music and Dance. Research degrees are validated by City, University of London.

Trinity Laban Conservatoire of Music and Dance is a company limited by guarantee registered in England and Wales Company No. 51090. Registered Charity No. 309998.

JOB DESCRIPTION

Post:	Press Officer
Department:	Marketing and Communications
Responsible to:	Head of Marketing and Communications
Responsible for:	PR Graduate Intern (0.5 FTE)
Grade:	Grade 6

OBJECTIVES

Working with the Head of Marketing and Communications and other colleagues, devise and implement effective press campaigns in order to gain local, national and international coverage support of Trinity Laban, supporting key aims such as:

- Recruiting students onto higher education programmes
- Gaining participants and attention for Learning & Participation activity
- Attracting audiences and press coverage for the performance programme
- Maintaining Trinity Laban's reputation as an important leader and innovator in the fields of music and contemporary dance

Build strong and positive media relationships across the education, music and contemporary dance sectors

Be the first point of contact for any media enquiries

Working with the Head of Marketing and Communications, provide day-to-day management of the press and public relations service for Trinity Laban

Spread news stories within the Trinity Laban extended community

Liaise with external PR companies for elevated PR campaigns, and with partner organisations for joint PR and marketing ventures.

MAIN DUTIES

External

- Working with the Head of Marketing and Communications, devise and implement effective press campaigns in support of Trinity Laban's activity, including HE programmes, Learning and Participation (L&P) activity and our extensive performance programme of more than 500 events each year
- Gather news and information from around Trinity Laban to feed into external media relations and internal communications processes
- Research, write and distribute press releases

- Research, write and upload news stories for the Trinity Laban website and social media channels
- Commission supporting photography and video material, where necessary
- Build a network of media contacts covering the education, music and contemporary dance sectors, including local, regional and national media across press, web and broadcast channels. Maintain a database of these contacts.
- Devise and host regular media visits and events, including press nights at key events
- Respond quickly and efficiently to any media enquiries
- Work closely with press and PR colleagues at partner organisations on any joint campaigns

Internal

- Manage the work of the Press and PR Graduate Intern (0.5 FTE)
- Produce regular reports measuring PR activity, results and effectiveness
- Review and implement (if required) a crisis media plan for Trinity Laban
- Working with the Head of MarComms and the Director of Corporate Affairs, contribute to wider communication campaigns in support of Trinity Laban's corporate relations and public affairs activity
- From time to time, provide students and staff with advice on PR-related issues, including crisis management
- Monitor media coverage of Trinity Laban, and pass on information to relevant staff across the organisation
- Monitor media coverage of developments within the performing arts and higher education, and pass on information to relevant staff across Trinity Laban

Best Practice

- Ensure that excellent professional standards are applied to all Press and PR activity
- Ensure that all Press and PR activity is in line with the Trinity Laban brand
- Maintain good relationships with other departments and members of staff and to become a well-known and respected member of the organisation

THE POST HOLDER MUST:

- At all times be committed to Trinity Laban's Equality and Diversity Policy.
- Adhere to all policies and procedures relating to Health and Safety in the workplace.
- Promote the profile and image of the Department, the Faculty of Music's portfolio of programme offerings and the Conservatoire wherever possible;

CONSERVATOIRE VALUES:

- All staff are expected to operate in line with Trinity Laban's Terms and Conditions for staff, which set out the principles of how we work together. More information about the Conservatoire's vision, mission and values is available at:

<https://www.trinitylaban.ac.uk/about-us/governance/our-vision>

Trinity Laban has a no smoking policy on its premises.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. All members of staff are required to be professional, co-operative and flexible in line with the needs of the Conservatoire.

PRESS OFFICER - PERSON SPECIFICATION

Criteria	Specification	E/D	Measured By
Education/Qualifications	Good academic record up to completed first degree, or equivalent	Essential	Application form
	Appropriate professional qualifications / training	Desirable	Application form
Experience	Experience in a similar role, ideally within an Higher Education or Arts environment	Essential	Application form
	Experience of dealing with the media	Essential	Application
	Building and effectively utilising PR and media networks	Essential	Application
	Implementing and evaluating an organisational PR strategy	Essential	Interview
	Using social media within a professional environment	Essential	Application
	Using a web Content Management System	Desirable	Interview
	Developing / managing an internal communications programme	Desirable	Interview
	Reporting on PR activity	Desirable	Interview
	Crisis media management	Desirable	Interview
Knowledge or Understanding	A high level of knowledge of either the contemporary dance or classical music profession	Essential	Application
	Research techniques	Essential	Interview
	Knowledge of the higher education sector	Desirable	Interview
Skills and Abilities	Excellent written communication skills	Essential	Application form
	Excellent interpersonal skills, including oral communication, presentation and networking	Essential	Interview
	Excellent planning, organisational and project management skills (including attention to detail)	Essential	Application
	Computer literacy, MS Office Suite	Essential	Application form
	Strong negotiation and diplomacy skills	Essential	Interview
	Ability to maintain high levels of confidentiality as appropriate	Essential	Interview
Personal Qualities	Goal-orientated	Essential	Interview
	Enjoys working within a team	Essential	Interview
	Ability to prioritise a demanding workload in a pressurised environment and meet strict deadlines	Essential	Interview
	Friendly and professional approach towards colleagues	Essential	Interview
	Interest in the creative and performing arts (music and dance)	Essential	Interview

Applicants for this role must be eligible to work legally in the United Kingdom. If you do not have the necessary permissions to do so, unfortunately we are unable to consider your application.

CONDITIONS OF SERVICE – SUMMARY AND STAFF BENEFITS

Contract:	Permanent, Full-time, subject to a six-month probationary period.
Hours:	35 hours per week, normally 9:00 am to 5:00 pm, Monday to Friday but also certain evenings and occasional weekend sessions for which time off in lieu will be offered.
Location:	You will be based at the Faculty of Music (King Charles Court, Old Royal Naval College), but may also be required to work at the Faculty of Dance (Laban building, Creekside).
Salary Scale:	The salary for the post will be in accordance with Trinity Laban's Staff Salary Scale, Grade 6, Incremental Points 22 - 29, £29,960 - £35,954 p.a. inclusive of a London Weighting Allowance of £3,718 p.a. Salaries are paid on the last working day of each month direct into bank or building society accounts.
Annual Leave:	25 days p.a. in addition to Statutory, Bank and Public Holidays.
Pension Scheme:	The successful candidate will be auto-enrolled into the Universities Superannuation Scheme. Employees contribute at the rate of 8% of their pensionable salary. The Conservatoire pays the Employer's contribution currently at the rate of 18% of pensionable salary.
Sick Pay:	Trinity Laban operates the Statutory Sick Pay Scheme, and staff may be eligible for benefits in excess of this under Trinity Laban's own sick pay scheme.
Staff Development:	A range of Staff Development opportunities are available.
Car Parking:	A limited number of parking spaces are available at both sites, subject to availability.
Cafeterias:	Our cafeterias on both sites serve a range of hot and cold meals plus drinks and snacks.
Events:	There are a wide range of music and dance performances each week, many of which are free to members of staff.
Childcare:	Trinity Laban operates the Edenred childcare voucher scheme. Details are available on request from the HR Department.
Classes:	Reduced rates access to Adult Classes.
Eye Care:	Vouchers for eye tests are available for VDU users.
Health:	Reduced rates for Health services and access to the Cash 4 Health plan. Details are available from the Health Department.

INFORMATION ON TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE

Trinity Laban Conservatoire of Music and Dance is the UK's only conservatoire of music and contemporary dance. The unequalled expertise and experience of its staff, and its world class facilities housed in landmark buildings, put Trinity Laban at the forefront of vocational training in music, musical theatre, and dance.

Our history goes back to 1872 with the founding of Trinity College of Music in London. Trinity College of Music merged with Laban (founded in 1946) in 2005 to create Trinity Laban, now home to a creative and cosmopolitan community of students, teachers and researchers from around the globe.

We have a reputation for innovation and forward-thinking, and are focused on training students for life-long careers in our art forms. Each year we welcome over 1,000 students from over 60 countries to follow undergraduate, postgraduate and research programmes. Thousands more people enjoy music, dance and health activities as part of our lively performance and outreach programmes.

Our unrivalled roster of teaching staff includes respected academics, performers, composers and choreographers. Many of them are active researchers who push at the boundaries of their art forms, and extend our understanding of artistic and educational practice. We also welcome leading visiting artists, ensembles and companies from around the world, so our students benefit from working directly with today's top performers.

We work together in a number of outstanding locations, including the 17th-century Old Royal Naval College at Greenwich (a World Heritage Site), the Stirling Prize-winning Laban Building in Deptford, and the magnificent Grade II listed Blackheath Halls. Our world-class facilities include state-of-the-art practice rooms and dance studios, flexible performance spaces and internationally famous libraries. Students also have access to the cultural wealth of London, and regularly perform at its leading venues.

To find out more, visit trinitylaban.ac.uk