

CURVE

Job Description Person Specification

JOB TITLE: Press and Digital Assistant

DEPARTMENT: Communications

REPORTING TO: Head of Press and Digital

POSITION SUMMARY MAIN JOB FUNCTION

To support Curve's press and digital output, assisting in the creation and distribution of assets, as well as supporting the day-to-day administration of Curve's press office and social media channels.

RELATIONSHIP/POSITION IN THE ORGANISATION KEY WORKING RELATIONSHIPS

Responsible to: Head of Press and Digital

Key Working Relationships

CEO, Artistic Director, the Communications, Sales, Creative Programmes, Fundraising and Artistic departments.

JOB DESCRIPTION MAIN DUTIES

1. Support Curve's Head of Press and Digital in the delivery of Curve's Press and Digital strategy in line with Curve's business plan and audience strategy.
2. Carry out analysis of Curve's press and digital output, including data for KPIs and campaign progress tracking.
3. Assist in the day-to-day administration of Curve's press office, including writing and issuing press releases, organising photo calls, managing media lists and invitations, arranging competitions, supporting press nights and press calls, and circulating media cuttings.
4. Support the delivery of digital content campaigns to drive online traffic to Curve's website and social media channels.
5. Monitor and handle day to day engagement across Curve's social media channels.
6. Assist the Communications team in the creation and publication of new, exciting, engaging and insightful content and ideas.
7. Assist in the production, distribution and promotion of Curve's monthly podcast, Curve in Conversation.
8. Support the Communications team in the administration of Curve's website.



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Leicester Theatre Trust Limited
Registered in England 00772582
Registered Charity 250708
VAT registered 212640347



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ENGLAND



9. Assist with the creation of digital content and resources for people of all ages to support the organisation's objectives and the delivery of Arts Council England's Let's Create strategy.
10. Develop and maintain excellent working relationships with Curve personnel, creative teams and external agencies and freelancers.
11. Assist the Head of Press and Digital in seeking opportunities to raise the profile of Curve's CEO, Artistic Director and key personnel.
12. Support the delivery of Curve's video and photography opportunities.
13. Play an active and creative role in the work of the Communications team, including contributing to campaign planning.
14. Comply and uphold the principles of the relevant legislation and company policies and procedures.
15. Be an ambassador and advocate for Curve and promote Curve's company values and behaviours.
16. Undertake any additional tasks as may reasonably be required from time to time.

It is a requirement of Curve that all staff work in a flexible manner compatible with their jobs and in line with the objectives of the company. Please note that the job description for this position may be reviewed and amended to incorporate the future needs of the department and the company.

PERSON SPECIFICATION

Essential: the successful candidate will meet the majority of these requirements.

Skills and Knowledge

- Competency using MS Office software and Website CMS systems
- Exceptional communication skills both written and verbal
- Good knowledge of a broad range of social media channels – including, but not limited to - Facebook, Twitter, Instagram, YouTube and TikTok
- Excellent copywriting skills
- Strong planning and organisational skills, including excellent attention to detail
- Excellent interpersonal skills

Personal Attributes

- Plan and prioritise work effectively
- Thrive within a busy environment
- Take their own initiative
- Work to consistent high standards
- Identify opportunities and work to maximise them
- Be resilient to challenges and find creative solutions to overcome them

Desirable: the successful candidate should meet some of these requirements.

Experience

- Experience in a similar role (press, social media and/or content creation)
- Experience of working in an Arts or Cultural organisation
- Experience in writing press and social media copy
- Experience in creating digital content

Skills and Knowledge

- Experience of using the Adobe Suite (Photoshop, InDesign, Premiere Pro and/or After Effects)
- Experience of using WordPress and Google Analytics

Education, Training and Qualifications

- Media, PR and Marketing or Arts related training or qualification
- Membership or involvement with Marketing professional bodies

Personal Attributes

- Passion for theatre and the arts

We are an inclusive organisation, from our trustees and team members to our audience and participants. We treat all job applicants equally, regardless of class, age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sexual orientation or any other equality characteristic. We particularly encourage applications from individuals who are underrepresented in the cultural sector.

SUMMARY OF TERMS

Contract	Permanent
Salary	£21,000 per annum
Probation period	6 months
Notice period	1 month
Pension	Company auto-enrolment scheme
Holidays	25 days plus statutory Bank Holidays

Benefits (non-contractual)

- Life assurance scheme
 - Health cash plan
 - Employee assistance programme
 - Complimentary tickets
 - Curve membership
 - Eyecare vouchers scheme
 - Discount in the Café
 - Travel loans
 - Access to Smart Go travel discounts
 - Staff wellbeing programme
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