



JOB DESCRIPTION

HEAD OF COMMUNICATIONS

Eleven Arches, the production company behind 'Kynren – an epic tale of England', the spectacular open-air live action show in Bishop Auckland, County Durham, is looking for a talented individual to join the team as the show moves into its third season, and the development of a new daytime theme park begins.

Eleven Arches is a registered charity which aims to establish Bishop Auckland as an international tourist destination, a new engine for economic growth, with Kynren at its heart as the vehicle for an innovative and engaging arts, education and community development programme in the North East.

Performances of Kynren run each year throughout the summer from July to September. The production is dependent on, and sustained by, an entire cast and crew of over 1,000 volunteers, who are the foundation of Kynren, without whom there would not be a show.

The role offers the successful candidate the opportunity to be involved in inspiring, ambitious and unique project, working in a fast-moving, unpredictable, high-octane environment that accompanies the production of a world-class show.

OVERVIEW OF THE ROLE

An experienced communications professional with journalist background experience or tendencies, this role requires an ear for good story and flair for great copy as you will be instrumental in creating PR opportunities and engineering engaging content.

Reporting to the Director of Marketing and Communications, you will drive Eleven Arches' communications through social media and public relations, and be closely involved in the delivery of our marketing plan, crafting compelling copy, generating ideas and content for use across traditional, digital and social media and internal communications, and shaping our Ambassadors and Outreach Programme.

You will work closely with our PR agency, maximising and monitoring coverage and nurturing direct relationships with relevant media where appropriate, developing ideas and opportunities for stories and features to achieve as much editorial coverage in target media as possible.

The role demands a degree of flexibility with respect to working hours, as you will be expected to support occasional evening events, rehearsals or week end shows.

CORE OUTPUTS & RESPONSIBILITIES

- Support the delivery of marketing campaigns which encompass traditional, digital and social media, CRM activity, competitions and development of creative assets required to support all activity
- Originate compelling and engaging copy
- Create/identify opportunities for PR features and round ups, social media stories and campaigns
- Support our PR agency in generating as much media coverage as possible, nurturing direct relationships with regional and local media where appropriate
- Create/identify Kynren content for engaging facts, stories and insights, repurposing it for broadcast on the website, PR channels, CRM activity and social media
- Create and manage a proactive social media plan encompassing Facebook, Twitter, Instagram designed to grow engagement and followers through each channel, engaging with users of these and other social media channels such as TripAdvisor and Google Reviews as appropriate
- Write and build CRM emails for various database segments; monitor, analyse and report on growth and engagement statistics
- Ensure the website content is consistently engaging, timely and relevant
- Manage the approved asset library, responding to requests for images, logos and content for use in PR and third-party promotions
- Monitor enquiries and customer feedback, responding appropriately to queries, reviews, requests and complaints and managing feedback to maintain public relations and/or resolve community concerns.
- Organise events, community presentations, on site tours and press visits
- Analyse and evaluate results of activity and return on investment using Google Analytics and other relevant measurement tools, using the findings to refine and optimise activity
- Be a brand guardian for Eleven Arches, ensuring that all output (copy and imagery) is consistently on brand in content, style and tone.
- In conjunction with colleagues (Volunteer Casting and Operations), create a plan for timely and regular staff, volunteer and neighbours communications
- Work with the Volunteer Casting team to deliver a Community Outreach Ambassadors' Programme which aims to amplify awareness and appreciation of Kynren within local communities organisations and educational establishments, through talks, site visits and competitions, to encourage volunteer participation and ticket sales
- Be one of the 'friendly faces' of Eleven Arches, representing the company at events where relevant or appropriate

SKILLS, EXPERIENCE & PERSONAL ATTRIBUTES

- First class communication/interpersonal skills and a flair for writing
- An outgoing, sociable personality with a 'can-do' attitude
- An enquiring mind, an ear for a good story and an eye for a great picture
- 'Fluent' in social media, able to optimise content for a variety of channels
- The ability to present ideas to press in a compelling and engaging way
- Strong project management skills with the ability to work to tight deadlines and multi-task.
- Solutions and results oriented, with intuitive problem solving and analytical abilities

- Self-motivated with plenty of initiative, who can manage own workload and time in a fast-moving and demanding environment
- Strong IT skills
- Excellent attention to detail and proof reading skills
- Experience of working at a senior level in a communications role in a sales-focused environment, a background in travel, tourism or attractions an advantage

REMUNERATION

We offer a competitive salary and benefits package, commensurate with experience. To apply, send your CV with a covering letter to recruitment@elevenarches.org