

# MOUNTVIEW

## Job Description

<b>JOB TITLE:</b>	<b>Head of Communications</b>
<b>RESPONSIBLE TO:</b>	<b>Commercial Director</b>
<b>RESPONSIBLE FOR:</b>	<b>Design &amp; Website Manager Marketing Officer</b>
<b>WORKS CLOSELY WITH:</b>	<b>Executive Team Heads of Programme Registry Manager Box Office Manager Sales &amp; Events Manager</b>
<b>LIAISES WITH:</b>	<b>Development, Box Office and Student Services Teams Freelance Directors Venue Managers External PR Agency External Web Development Agency</b>

### ABOUT MOUNTVIEW

Mountview is one of the UK's leading drama schools. We offer professional vocational training at foundation, undergraduate and postgraduate level in performance and production arts, alongside evening, weekend and holiday classes for all.

We present around 28 productions across the year including classic plays, new writing and musicals, and our studios, meeting rooms, theatres and workspace are available to hire.

Mountview in Peckham is a home for everyone – vocational students, young people and life-long learners, industry professionals and visitors alike – and there has never been a more exciting time to join us.

### MAIN PURPOSE OF POSITION

Mountview is entering a period of growth and development following its successful move to a new building in Peckham, South London.

Mountview is making a step change as a cultural, educational and public building, and the Head of Communications is a key figure in developing a strategy and delivering the plan to match.

Reporting to the Commercial Director, and taking line management responsibility for the Design & Website Manager and Marketing Officer, the Head of Communications will be responsible for maintaining and developing strong press and media relations; leading marketing campaigns for Mountview's full and part-time courses, public productions, community engagement, international outreach and special projects; as well as assisting with other aspects of the Communication Department's work, including ensuring that Mountview is an inclusive organisation.

# MOUNTVIEW

## KEY RESPONSIBILITIES

### Brand

- Maintain and develop Mountview's brand in international, national and local markets under the banners of *Mountview, London* and *Mountview, Peckham*.
- Working with the Principal & Artistic Director and Commercial Director, ensure that all design, imagery, signage and look and feel complements Mountview's brand guidelines.
- Write copy for brochures, reports, advertising, advertorial and prospectuses as needed, ensuring a tone of voice which is market-appropriate and complements Mountview's brand guidelines.
- Ensure that Mountview's brand guidelines are met in all third party materials relating to the brand, including logos, press releases, partnership and pro bono agreements.
- Ensure that Mountview is appropriately represented in photography and filming both on site and in third party venues.
- Liaise with academic and other partners to ensure Mountview's collateral complies with their requirements and that they are appropriately promoting Mountview and our work.

### Marketing

- Working with the Commercial Director, develop and implement a coherent marketing strategy to promote Mountview, its students and ongoing development, and to meet revenue and audience capacity targets.
- Create campaigns to promote Mountview's courses and outreach work, ensuring its reputation as an inclusive organisation.
- Promote Mountview's student productions and other activities.
- Oversee the Design & Website Manager and Marketing Officer's timely design and postal/electronic distribution of Mountview publicity material, including show flyers and showcase material.
- Build partnerships with leading arts organisations, industry partners, policy makers, and umbrella groups such as the Federation of Drama Schools and Alliance of Musical Theatre Conservatoires.
- Undertake market research and keep track of the marketing of Mountview's peers and competitors nationally, internationally and locally.

### Digital

- Lead on the development of Mountview's website, ensuring excellent user experience.
- Ensure that all information on Mountview's website is up-to-date, accurate and easy to find.
- Ensure that quality assurance expectations for Mountview's website are met.
- Create, update, implement and maintain a digital strategy for Mountview.
- Manage social media content across a range of appropriate platforms and develop online partnerships.
- Liaise with teams and individuals across the organisation to identify potential digital content and projects.
- Manage digital projects with internal and external partners, including website upgrades, promotional video production and digitisation of Mountview's archive.
- Advise, encourage and monitor Mountview's staff and students' promotional and professional use of social media for themselves and for shows.
- Ensure best practice among all contributors to Mountview's social media.
- Keep up to date with new technologies and industry best practice.
- Seek out digital opportunities for Mountview.

# MOUNTVIEW

## External Communications

- Drive press around Mountview, its new building, vocational programme, outreach and schools work and other activities.
- Develop press opportunities around all aspects of Mountview's work, and work with an external PR agency where appropriate.
- Develop relationships with journalists, TV and film organisations and other opinion-formers to ensure Mountview is considered a go-to source for stories, opinion and location.
- With the Executive leads, develop a public affairs strategy, identifying key influential figures and assessing how best to engage with them.
- Develop communications relationships with local stakeholders and local press.
- Manage industry press and stakeholder relations.
- Ensure approval for use of interviews/photos with sign off by participants.
- Organise specific press events and media attendance at key events in Mountview's calendar
- Work with Mountview's commercial tenants to support their press and media profile.

## Advertising

- Implement and monitor an effective advertising strategy for courses, productions and other activities.
- Coordinate the commissioning of adverts, ensuring best value for money is secured.
- Ensure that advertising deadlines are adhered to and advise relevant staff accordingly.
- Liaise with the Design & Website Manager on copy, proofing and signing off any advertising before submission.
- Ensure that Mountview activity is included in relevant listings websites and publications.
- Ensure that the Mountview corporate identity is maintained in all advertising.

## Database and Archiving

- Ensure due diligence to GDPR is met throughout the team.
- Devise and implement effective methods for optimising the CRM system.
- Ensure that the Marketing database Spectrix is kept up-to-date and input relevant information as necessary.
- Liaise with the Development and Box Office teams to ensure that all relevant data is being captured and stored in Spectrix.
- Ensure that press/publicity cuttings of students, graduates and other Mountview activities are archived in hard and digital form for perpetuity.
- Collate data on building visitors, audiences and other activity, liaising with the Box Office, Commercial, Short Courses, Development and other departments and reporting on this for stakeholders including Southwark Council, Greater London Authority and education regulators.
- Devise and implement effective methods of tracking and reporting student, audience and course attendance data.

## Audience and Customer Development

- In support of the Sales teams, identify key audiences for Mountview's classes, courses, shows, events and develop appropriate diverse initiatives.
- Undertake regular audience consultation drives, ensuring feedback is gathered and acted upon.
- Ensure Mountview and Mountview's offer is profiled and visible across the local community of Peckham and Southwark and across London where appropriate.
- Stay up-to-date with best practice in audience development.

# MOUNTVIEW

## Events and Hospitality

- Welcome and brief any relevant visitors to the Academy.
- Plan and manage Mountview's presence at career fairs, exhibitions and other events as required.
- Attend and manage special events such as professional showcases, degree ceremonies and graduations and other presentations.
- Attend first nights or other performances as required.
- Liaise with internal and external Venue Managers as needed.

## Box Office

- Working with the Commercial Director and Box Office Manager, design and implement customer service principles to ensure exemplary customer service for Mountview visitors and audiences.
- Ensure that Student Services/Box Office is fully briefed regarding productions.

## Line Management

- Line manage the Design & Website Manager and Marketing Officer to ensure that team output meets operational expectations.
- Assess and implement the professional and personal development of the team.
- Manage relationships with outside agencies including any PR representatives.

## Other Duties

- Deputise for the Commercial Director in their absence.
- Support in the internal communications with students and staff.
- Maintain a positive engagement with staff, students and Mountview customers.
- Ensure the smooth and efficient running of the office.
- Proof printed and electronic material (brochures, prospectus, adverts etc) for Mountview's Development and HR departments as necessary and obtain internal authorisation.
- Any other duties as may be reasonably required.

## PERSON SPECIFICATION

### Essential Qualifications, Knowledge and Experience

- Educated to degree level or equivalent qualification and/or at least 5 years' experience in a professional environment with relevant experience in press, publicity and marketing and/or at least 2 years within a leadership role.
- Knowledge and experience in IT software and packages including Word, Excel and Access.
- Knowledge and experience in CRM software and Box Office packages.
- Experience in or a strong understanding of theatre, the arts or drama education.
- Experience of developing and implementing marketing and communications strategies, social media and of developing online marketing campaigns.
- Experience in creating and managing press campaigns, both digitally and in print media.
- Experience of line management
- Experience of strategic leadership of cross-departmental projects

### Desirable Qualifications, Knowledge and Experience

- Experience of Higher Education desirable.

# MOUNTVIEW

- Experience or understanding of Public Relations

## Skills and Abilities

- Excellent written and verbal communication skills and high level of literacy.
- Accuracy and attention to detail whilst understanding the bigger picture.
- Ability to work to and meet deadlines in a busy working environment and to prioritise workload.
- Excellent organisational skills and the ability to work to deadlines.
- Ability to work on own initiative and to present ideas in a compelling and persuasive manner.
- Ability to work as part of a team and to keep Mountview's business imperatives as the primary focus.
- Ability to communicate with a wide variety of people and to work with sensitivity and discretion when required.
- Commitment to Mountview's mission and to work in a theatre/arts and student-centered environment.

## ADDITIONAL INFORMATION

The post holder must at all times carry out their responsibilities with due regard to Mountview's policy and commitment to Equal Opportunities.

The post holder must accept responsibility for ensuring that Mountview's policies and procedures relating to Health and Safety in the workplace are adhered to at all times.

The post holder must respect the confidentiality of data stored electronically and by other means in keeping with the Data Protection Act and General Data Protection Regulation (GDPR) 2018, and must abide by any related policies and procedures.

This post is based at Mountview's premises in Peckham, London SE15.

This job description is a guide to the nature of the work required. It is not wholly comprehensive or restrictive and may be reviewed with the post holder and line manager as operationally required.

## TERMS AND CONDITIONS

**Salary:** Circa £35K per annum, depending on experience.

**Contract:** Permanent.

**Hours:** 40 hours per week, normally 9:00am to 6:00pm Monday to Friday, with a 1 hour unpaid lunch break each day. Additional hours may be required, as agreed with the post holder and determined by the needs of the business.

**Holiday:** 28 days in the first year, including bank holidays, pro rata, rising with length of service thereafter.

## CLOSING DATE

The closing date for completed applications is **Tuesday 9 April at 9am.**

# MOUNTVIEW

## INTERVIEWS

First round interviews are expected to take place on **Wednesday 17 and Thursday 18 April**.

Second round interviews are expected to take place on **Monday 29 April**.

## HOW TO APPLY

Please send a **completed application form** and **your current CV** by email (preferred) to [alistairowen@mountview.org.uk](mailto:alistairowen@mountview.org.uk) or by post to Alistair Owen, HR Manager, Mountview, 120 Peckham Hill Street, London SE15 5JT.

All applications will be acknowledged. Late applications will not be considered.

Mountview is committed to diversity and is an equal opportunities employer.