



Job Description

Job Title: Press Officer
Type: Fixed Term contract (January - June 2018)
Reports to: Marketing Manager
Hours: Variable, part time, including some evening/weekend work
Pay: Up to £6,175 per contract (£95 a day up to 65 days)

Brighton Fringe Ltd seeks a highly motivated, dynamic and organised individual for the position of Press Officer for Brighton Fringe, England's largest arts festival and one of the largest fringe festivals in the world.

Reporting to the Marketing Manager, the Press Officer will deliver a cohesive and thorough publicity schedule that covers all facets of the modern industry including long and short lead publications, radio and online. They will also help develop media partnerships that help Brighton Fringe reach new audiences and contribute to the overall objectives of the marketing and organisations strategy.

The ideal candidate will have had experience both in managing publicity schedules and partnerships for arts organisations, with any specific experience within Brighton & Hove a particular bonus.

Key Duties & Responsibilities

Primary Role

- Developing news stories in keeping with the overall marketing strategy of the organisation to generate press coverage in local, regional, national and specialist media (print, broadcast and online) in advance of and during Brighton Fringe 2019. This requires research and intimate knowledge of the Brighton Fringe 2019 programme, including liaising with Brighton Fringe participants to establish key interest stories for development.
- Developing the Brighton Fringe media contact database and partnership relationships and effectively communicating about press releases, photo calls, press invitations, festival events, crisis management, including facilitating press visits and host journalists.
- Supply suitable copy, images and setting up interviews for media.
- Organise photo calls.
- Invite media representatives to promotional (e.g. launch) events.
- Ensure press coverage and social media activity (handled by Brighton Fringe office) are closely coordinated.
- Work with PR agents (e.g. Visit Brighton's PR promoting all May festivals) to ensure a coordinated approach to key journalists.
- Monitor media coverage, collate clippings and report at the end of the contract period.

Brighton Fringe

01273 764 900 | info@brightonfringe.org | www.brightonfringe.org
Brighton MET College, Pelham Street, Brighton BN1 4FA
Registered Charity Number: 1116367 | Brighton Fringe Ltd Company Number: 5578256



- Manage the press team including the Press Assistant and any volunteers or work placement students.
- Manage the Press Assistant in the delivery of all content produced by students and work placements for our blog and media partners.

Expected Outputs

- Media coverage highlighting a range of key messages (to be agreed by contractor and Brighton Fringe Marketing Manager at the beginning of the contract) in a wide range of relevant publications including outlets that have not covered Brighton Fringe in the past.
- Securing journalists from a range of national and local media outlets visiting Brighton Fringe events to review for publication/broadcast.
- All journalist enquiries to be handled promptly and professionally in a way that reflects well on Brighton Fringe.
- Close and effective working relationship with Brighton Fringe media partners and supporters.
- A report at the end of the contract outlining coverage gained, coverage expected and other work undertaken.

Other Duties

- Contribute to the collation and preparation of statistical information relating to media activity for the CEO and the Board and any other essential requirements of stakeholders, sponsors or business partners.
- Undertake any other duties in line with the responsibilities of the post as requested by your line manager, CEO or Board.
- Attend training when required and endeavor to use newly acquired knowledge at work.
- Setting up and improving systems for planning and evaluating work.
- Attend meetings with staff and Board when necessary.
- Be available for the duration of Brighton Fringe each May and June.
- Awareness at all times of the organisation's policies and procedures such as the equalities policy and ensure this underpins all other practices, policies and procedures.
- Approach and engage potential partners to expand the reach of Brighton Fringe brand.
- Liaise with existing partners to ensure all media opportunities available are accessed.

Key Working Relationships

1. Marketing Manager
2. Press Assistant
3. Marketing Team
4. CEO
5. Brighton Fringe Board of Directors
6. All other staff and volunteers

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Person Specification / Key Competencies

Essential requirements

- Relevant press office/journalistic experience.
- A strong understanding of print, broadcast, online and social media.
- Relationships with key contacts across the media landscape.
- Proven track record in publicity campaigns within the arts.
- Excellent communication skills and an articulate and engaging manner, both written and verbal.
- Excellent organisational and administration skills.
- Good knowledge and understanding of the arts sector.
- A team player and able to self-motivate.
- Ability to work flexible hours.
- Ability to work accurately and meet deadlines.
- Computer literate – Word, Excel, Adobe, Access, Outlook Express, Google docs.

Desirable

- Knowledge of, or interest in, the festival and arts sector, within Brighton & Hove in particular.
- Experience of working within very small teams or organisations.
- Experience of working for a not-for-profit organisations.

Your Application

Please email a copy of your completed application form by 10am on Monday 10 December to: amy.macgregor@brightonfringe.org

Application is by application form only. Please note that we will not accept CVs as application for this position.

Deadline for applications: 10am, Monday 10 December 2018
Interviews: 13 December 2018
Start Date: 3 January 2019

Brighton Fringe is a company limited by guarantee and registered with the Charity Commission. We are an equal opportunities employer.

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