

Job Title: Press and Media Officer [Part Time]

Responsible to: CEO and Artistic Director

About: Serendipity Institute for Black Arts and Heritage

Serendipity Institute for Black Arts and Heritage's mission is to centre perspectives from the African and African Caribbean Diaspora by embedding them in cultural experiences for all. The programme includes the flagship dance festival, Let's Dance International Frontiers (LDIF), Black History Month Leicester and the annual Windrush Day Lecture. Through this programme Serendipity Institute for Black Arts and Heritage has established a legacy: hosting the Living Archive, documenting Black arts, heritage and culture, publishing the voices of Black artists and community activists, nurturing artists to create high quality new work and mentoring young people as they navigate the industry.

About the role

Serendipity Institute for Black Arts and Heritage is looking for a dynamic Press and Media Officer to develop and deliver PR strategies from inception to conclusion, pitching stories to the press, identifying potential press opportunities both proactively and reactively.

The Press and Media Officer will support and maintain the smooth running of day to day communications with the press and media with advanced writing skills.

Main Duties and Responsibilities

- Planning and implementing publicity campaigns.
- Assisting in the writing, production and distribution of press packs, press releases, press editorials, and photography.
- Following up requests for press and media.
- Pitching to seasonal publications, locally, nationally and internationally.
- Providing briefing notes to Serendipity staff team, artists and media as required.

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- Creating and managing press and media lists. Building rapport and connections with publicists, journalists, sponsors and stakeholders. Ensuring Press relations are well-maintained and provide an industry-leading service to the media, maximising positive PR for the brand.
- Attending press events and previews as required. Supporting the organisation of promotional events.
- Administration of press tickets.
- Ensuring all assets and media sites are maintained and correct.
- Monitoring media coverage daily, making sure important articles are collated and shared where relevant. Ensuring these are given to the Heritage team to be included in the organisation's archive.
- Assisting in the creation of copy for product and press communications.
- Working with digital on social media campaigns and content for social channels. Working with the Heritage Manager, Digital Innovations Manager and Executive Assistant to curate, schedule, post and share content on Facebook, Twitter, Instagram, TikTok, YouTube, and LinkedIn.
- Working closely with consultant publicists and agencies on campaigns.
- Maintaining an annual campaigns calendar to complement Serendipity Institute for Black Arts and Heritage's annual programme.
- Working with the CRM (Customer Relationship Management) system.

Brand Management

- Acting as a brand ambassador and ensuring all communications adhere to the Serendipity Institute for Black Arts and Heritage brand and values, including materials produced by external partners or co-producers.
- Championing, protecting and enhancing the profile of Serendipity Institute for Black Arts and Heritage. Undertaking proactive measures to maintain reputation and leading on branding guidelines and brand development.

- Working with Serendipity Institute for Black Arts and Heritage's team to raise awareness of, and engagement with, our programmes across a rich diversity landscape covering age, gender and cultural heritage.

General duties and responsibilities

The duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties or the level of responsibility entailed. All Serendipity Institute for Black Arts and Heritage employees are required to undertake the following general duties:

- Carry out such other duties as may be reasonably requested by the CEO.
 - Keep up to date with industry developments and identify opportunities to support organisational growth.
 - Undertake continuous professional development in line with the needs of the post and resources available.
 - Travel to locations across the county and beyond as required (please note that reasonable adjustments will be considered for this factor as required by the Equalities Act).
 - Be aware of and comply with GDPR and Data Protection legislation and confidentiality.
 - Ensure compliance with health and safety policies and procedures, and risk assessments.
 - Share in Serendipity Institute for Black Arts and Heritage's commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults.
 - Be aware of Serendipity Institute for Black Arts and Heritage's equality and diversity policies and actively promote equality of opportunity.
 - Act as an ambassador to support and improve awareness of Serendipity Institute for Black Arts and Heritage's activities, representing Serendipity Institute for Black Arts and Heritage at events and meetings as required;
 - Carry out all duties in accordance with Serendipity Institute for Black Arts and Heritage's policies, procedures and practices.
 - Behave in a manner consistent with Serendipity Institute for Black Arts and Heritage values and code of staff conduct.
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- Managing collateral intellectual property that will be used in promotions for permissions, for use of imagery, video and audio, etc.. Liaising with intellectual property holders for permissions.
 - Database management.
 - Advert placement for targeted audiences, including online and programmatic marketing.
 - Managing marketing budgets, liaising with team and producing financial reports.

Person Specification

	ESSENTIAL	DESIRABLE
Education and Training	<ul style="list-style-type: none"> Degree level or equivalent experience of working in marketing, communications, public relations, or related field. 	
Knowledge	<ul style="list-style-type: none"> Current knowledge of digital applications and social media networks and platforms. Familiarity of web analytics. Creative, results-driven mindset. Understanding of brand management and proven experience of implementing brand guidelines effectively. 	<ul style="list-style-type: none"> Knowledge of and enthusiasm for arts and heritage sector. Database management and working with CRM systems.
Experience	<ul style="list-style-type: none"> Significant experience in a professional public relations role. Copywriting and content creation. Substantial experience of working with press and media, including demonstrable success of securing media coverage. 	<ul style="list-style-type: none"> Track record of working in partnership to communicate, engage and inspire a wide range of internal and external stakeholders.
Skills and abilities	<ul style="list-style-type: none"> Ability to work on own initiative, prioritise and organise a complex workload. Proven effective copywriting, editorial and proof-reading skills. Excellent written and verbal communication, presentation and advocacy skills engaging effectively with stakeholders. 	<ul style="list-style-type: none"> Experience of digital and print production and working with design technology (Adobe Photoshop, Illustrator, Canva). Experience of using Illuminate or Audience Finder. Knowledge of working with HubSpot.

	<ul style="list-style-type: none"> • Attention to detail and commitment to achieving the highest standard. 	<ul style="list-style-type: none"> • Experience of managing a budget.
General	<ul style="list-style-type: none"> • Passionate about promoting diversity and inclusivity. • Willingness to work flexible hours including some weekends and evenings. • Attend team and management meetings and present to meetings of the board of trustees as required. 	

Remuneration and Terms

This is a part-time post of two days a week with a salary of £9,440 per annum (pro-rata to £23,600). The post has an annual leave entitlement of 12 days per annum (pro-rata to 28 days including Bank Holidays). Staff are automatically enrolled in the company pension scheme.

The post-holder will be required to travel to Serendipity Institute for Black Arts and Heritage activities and events as necessary. These events may take place outside of normal working time and time off in lieu will apply on such occasions.

To Apply

Please email a copy of your CV and a cover letter to Pawlet Brookes, opportunities@serendipity-uk.com with the job title in the email subject.

Hours: Part-time (2 days / 14.8 hours per week). To suit hours of business, including some evenings and weekends. Usually 9:30am – 5:30pm, Monday – Friday.

Contract: Six-month probation

Salary: £9,440 per annum (pro-rata to £23,600).

Start date: January 2024 (subject to notice period)

Closing date for applications: 22 December 2023

Location: Serendipity Institute for Black Arts and Heritage office in Leicester

Interviews: January 2024