



JOB DESCRIPTION & PERSON SPECIFICATION

Job Title: Communications Intern
Department: Communications
Reporting to: Head of Communications & Communications Executive

INTRODUCTION

Birmingham Hippodrome is one of the finest theatre complexes in the UK, with an annual programme of 350-400 live performances featuring the best in touring musical theatre, ballet, dance, opera, pantomime, drama and comedy. Regular annual paid attendance of over 500,000 underlines our claim to be the busiest single theatre in the UK. It is run by a volunteer Board of Trustees of Birmingham Hippodrome Theatre Trust Ltd.

We work closely with many of the major international producers. Alongside resident partner organisations Birmingham Royal Ballet and DanceXchange, the Hippodrome is a major centre of dance activity, promoting events such as the award-winning biennial International Dance Festival Birmingham. Our studio space, the 200-seat Patrick Centre welcomes a range of smaller-scale productions and is an important base for the development of new work.

Hippodrome CREATIVE is the umbrella term for our growing learning and community activity ranging from projects in schools and colleges, to theatre workshops and activities, access schemes, a heritage project, and public performances. These performances are frequently outdoor and mostly free and are often delivered in partnership with a range of promotional, artistic and funding partners.

Growing our reputation, achieving increased visibility for our efforts and ambitions, developing new partnerships and channels, and building our brand are increasingly important drivers for us as a successful charity business.

JOB SUMMARY

Reporting to the Head of Communications and Communications Executive the role will help to support communications for Birmingham Hippodrome, with particular focus on digital. This role is a perfect opportunity to develop work experience within the area of communications.

MAIN DUTIES:

- Helping to maintain and grow networks and an active database of digital communities and social media influencers, fully respecting all relevant data protection policies.
- Proactively researching and developing our presence across a range of social media platforms, ensuring we are aware of online and offline communications opportunities.
- Helping to maintain the theatre's current image archive and working with photographers.

- Assisting with effective monitoring of social media monitoring output across all platforms, collating reports and interpreting data.
- Ensuring consistent communications across all channels and working with staff and partners to co-ordinate social media content according to agreed deadlines and schedules.
- Assist with Insta-meets, Blogger and Press Nights, Social Media Calls and other events.
- Working with the Communications Team to articulate compelling organisational online messages and support website content and blogs, with some interviewing.
- Assist with the research, creation and distribution of all social media assets including, video, podcasts, online competitions and other co-promotions, photography.
- Perform other reasonable duties as required by the Communications Team.

PERSON SPECIFICATION

We're committed to three core ideals here at Birmingham Hippodrome and we try to address all our activity with these aims: 'everyone's welcome', 'nothing but the best', and 'do it with flair'. This person specification lists some of the key attributes we're looking for in this role.

Qualifications

- Educated or studying to degree level or equivalent.
- Good level of English qualification is essential.
- Qualifications or studying in marketing, PR and/or digital are desirable.

Previous experience

- Experience or demonstrable interest in digital communications is desirable

Knowledge & Skills

- Experience of using simple CMS and social media systems e.g. Hoot Suite, Social SignIn.
- Excellent skills and experience with digital communications (especially social media platforms), with a high standard of technical proficiency and understanding of analytics.
- IT literate to an excellent standard.
- Good interpersonal, administration and organisational skills.
- Ability to communicate effectively at all levels both verbally and in writing.
- Working knowledge of image-manipulation and video-editing software e.g. Adobe Photoshop, Adobe Creative Pro etc., and design programmes e.g. Canva.

Personal attributes

- Motivated collaborator and self-starter able to work calmly under pressure to deadlines.
- Able to communicate confidently at all levels and monitor effectively.
- Customer focused, target driven and results orientated with the ability to monitor progress and report effectively.
- Smartly presented, friendly, poised and approachable.
- Must be reliable with the highest levels of personal and professional integrity.
- Ability and willingness to work some unsociable hours, including evenings and weekends
- Interest in and knowledge of the arts in general and performing arts in particular.

DATE ROLE CREATED

December 2016

DATE ROLE AMENDED/REVIEWED

Birmingham Hippodrome Theatre Trust Limited
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Registered Charity No. 510842