

DULWICH PICTURE GALLERY

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	PR Manager
Hours:	Full-time; 40 hours per week
Term:	Permanent
Department:	Communications
Reports to:	Head of Communications
Works closely with:	Marketing Manager / Communications Team / Senior Leadership Team

Who We Are:

Dulwich Picture Gallery, founded in 1811, is the world's first purpose-built public art gallery. We care for and display our outstanding collection of Old Master paintings within Sir John Soane's pioneering architecture. As an independent gallery, we remain true to our founders' purpose of presenting art 'for the inspection of the publick' while engaging as many people as possible, of all ages and backgrounds, through our creative programme.

Our Mission:

We are engaged in a continuous process of planning, delivery, evaluation and development in order to unlock the Gallery's unique potential: our location, art and people.

Our Vision:

Our mission is underpinned by our vision to secure the Gallery's future as a welcoming, vibrant hub where you - everybody - can Find Yourself in Art

Our Values:

We are a hard-working, high-achieving team that values inter-departmental working and openness. We live out our values in our daily work and decision-making so that they are central to our identity.

We are:

Caring

We care for our collection, our audiences, our communities and each other

Risk Taking

We are ambitious and agile, valuing creativity and considered experimentation

Collaborative

We are open and communicative, creating and sharing opportunities through partnerships and projects

Background

The Communications Department plays a vital role in ensuring Dulwich Picture Gallery maintains and develops its reach, revenue and reputation. The department puts audiences at the heart of its work and is responsible for brand guardianship, media relations, marketing, digital, and visitor research and analysis.

This is an exciting time to join the team as we put into action a new business plan, with ambitious projects on the horizon.

Purpose of job

We are looking for an experienced PR Manager to join our busy communications team and lead on Dulwich Picture Gallery's press and media relations. You will work across all aspects of the Gallery's diverse offering, planning and delivering creative campaigns for major exhibitions, audience development initiatives as well as high-profile capital projects and temporary installations.

With experience in an arts and culture background, you will be a creative and proactive thinker with excellent people skills, strong relationships with journalists and an instinct for a good story. Playing a leadership role in the team, you will work closely with the Head of Communications to develop an overarching press and stakeholder strategy, feeding into our long-term communications strategy. This role also recognises the important overlap between press and other functions within communications and collaborative working is encouraged. You will work with the Marketing Manager to ensure campaigns are integrated and that maximum impact is achieved.

As well as working on a thriving exhibitions programme in 2020 that includes *British Surrealism* and *Unearthed: Photography's Roots*, you will seek creative opportunities to position Dulwich Picture Gallery as a destination venue.

Responsibilities include but are not limited to:

Press and Media Relations

- Be responsible for Dulwich Picture Gallery's press strategy to maximise the organisation's profile and showcase the full breadth of our programme including exhibitions, events, community work, commercial activities and membership, overseen by the Head of Communications.
- Research, write and distribute press releases and pitch to journalists for features, interviews, comment pieces and reviews, pro-actively seeking and responding to coverage opportunities.
- Work collaboratively with partners to organise and lead press trips.
- Develop and nurture positive working relationships with a wide range of journalists, including critics and correspondents as well as artists, partners and other collaborators.
- Run press events and launches and coordinate photo shoots and filming.
- Work closely with the Marketing Manager to seek and secure media partnerships to ensure maximum impact, in-line with our audience objectives.
- Work alongside the Head of Communications, Marketing Manager and Head of Learning and Audience Development, as required, to ensure activity at the Gallery contributes to the organisation's communications strategy and audience ambitions.
- Work closely with the Gallery's Director to prepare for interviews and press events and actively seek profile opportunities.

Editorial and content

- Oversee the Gallery's blog, taking a lead on planning, writing and/or commissioning content, and work with the Marketing Manager to ensure content feeds into digital campaigns.
- Working with the Head of Communications, input ideas for the Gallery's members' magazine and draft news articles.
- Lead on the Gallery's influencer strategy, creating opportunities for other opinion formers.
- Work closely with marketing colleagues to plan and deliver creative and targeted content.

Other

- Work with the Head of Communications to develop a stakeholder strategy to encourage advocacy for Dulwich Picture Gallery.
- Deputise for the Head of Communications as and when required.
- Represent the Gallery at key stakeholder events.
- Assist the Head of Communications in budgeting and take responsibility for press and PR expenses.
- Work closely with the Development department in order to understand sponsorship needs to manage their expectations and ensure maximum crediting and exposure.
- Work collaboratively with the Marketing Manager to develop creative and integrated press and marketing campaigns for exhibitions, the Collection and event programmes.
- Carry out administrative tasks including the distribution of press coverage.

This job description cannot be considered as exhaustive and other duties will be determined by circumstances as and when required.

Person specification

Essential

Experience/knowledge

- A minimum of three years' experience in press and media relations
- A strong record of planning and delivering successful, creative press campaigns that generate a breadth of coverage
- Established press and media contacts in the arts sector
- Sound knowledge of national arts press
- Demonstrable interest in visual arts

Interpersonal/skills and abilities

- Excellent communicator with creative flair and strong attention to detail.
- Confidence in working with all levels of staff and external stakeholders
- Excellent time management skills, able to prioritise under pressure, multi-task and successfully juggle many active projects and campaigns
- Confident at pitching stories to a broad range of media through written and verbal proposals

Desirable

- Experience managing external agencies
- Experience working with social media influencers
- Event management experience

- Crisis communications experience
- Working knowledge of a website CMS

Terms and Conditions

Salary Range: Circa £32,000 per annum; commensurate with experience.

Working Hours: 9-5pm Monday- Friday with one hour break for lunch. This role may also require occasional evening and weekend work as the needs of the business dictate.

Leave entitlement: 25 days' holiday per year, statutory Bank Holidays and two discretionary, non-contractual 'Gallery' days.

Pension: The Gallery auto enrolls employees into a pension scheme in accordance with Part 1 of the Pensions Act 2008.

Staff Benefits include:

Discount in the Gallery's shop and Café
Free entry to exhibitions at reciprocal venues in London
2 x additional annual leave days at Christmas
Free gym access at Dulwich College Sports Centre.

Application Process:

The deadline for applications is 5pm on Wednesday 29 January. Interviews are expected to take place week commencing 3 February.

To apply, please send your CV and covering letter outlining your suitability for the role to recruitment@dulwichpicturegallery.org.uk