

DULWICH PICTURE GALLERY

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	Senior Press Officer
Working hours:	Full-time; 40 hours per week (evening and weekend work may be required)
Term:	Permanent
Department:	Communications
Reports to:	Head of Communications
Works closely with:	Marketing Manager, Communications Coordinator

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 Vision in Action:

In the intimate setting of the world's first purpose-built public art gallery
Find Yourself surprised by 'oh-wow' visual encounters
Find Yourself at home in a space where you feel welcome
Find Yourself transported by history and imagination
Find Yourself nourished by creativity and contemplation
Find Yourself connected with paintings and people
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

Purpose of job

We are looking for a talented Senior Press Officer to join our busy communications team. You will manage Dulwich Picture Gallery's media relations, planning and implementing major local and international press campaigns. You will work across all aspects of the Gallery's offering, from major exhibitions to learning projects as well as the Dulwich Pavilion, and secure high profile press coverage to help drive reach, revenue and reputation.

Main tasks and responsibilities

Press & Media Campaigns

- Working with the Head of Communications, devise and implement strategic, imaginative and effective press campaigns for all areas of Dulwich Picture Gallery's activity across a wide range of media including print, broadcast and digital.
- Develop positive relations with journalists and broadcasters across all media platforms.
- Liaising with curators, research, write and distribute press releases for all areas of Dulwich Picture Gallery's activity.
- Organise press views, invite target media and be the first point of call on the day
- Manage photo-shoots, photo-calls and filming.
- Commission photography for press packs and events.
- Working with the Head of Communications, coordinate press trips and attend these where budget allows.
- Working with the Development team, instigate media partnerships to drive reach and reputation.

Other

- Keep up-to-date with arts news and trends in order to feed into the press and communications strategy
- Contribute to the development, and maximise the use of media database software.
- Work closely with the marketing department to arrange events and coordinate opportunities for social media influencers and bloggers.
- Develop strong relationships with members of the press and keep up to date with arts journalists and publications.
- Maintain the Gallery's press cuttings library, and ensure other departments are kept up-to-date with press coverage.
- Be the first point of call for all media enquiries.
- Utilising press release information, generate succinct and engaging news items for the Gallery's website.
- Input into the overarching Communications strategy for Dulwich Picture Gallery.

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

Person specification

Essential attributes

- A minimum of two years' experience in press and media relations
- Excellent communicator with creative flair and strong attention to detail.
- Excellent written and verbal communication skills
- Experience of working on PR campaigns and writing press materials
- Sound knowledge of national arts press
- Excellent copy writing skills

Desirable attributes

- Qualification in public relations
- Degree in marketing, communication, business or other related field.
- Experience running events

Terms and conditions

Salary Range: Band C - £25,000 - £30,000 per annum, commensurate with experience.

Normal office hours: 9-5pm Monday- Friday with one hour break for lunch. This role may also require occasional out-of-hours work as the needs of the business dictate.

Leave: 25 days' holiday per year, statutory Bank Holidays and two discretionary, non-contractual 'Gallery' days. The Gallery auto enrolls employees into a pension scheme in accordance with Part 1 of the Pensions Act 2008.

Application Process:

The deadline for applications is 5pm on Sunday 9 September. Interviews are expected to take place week commencing 17 September.

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