

# NORTHERN SCHOOL OF CONTEMPORARY DANCE

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## JOB DESCRIPTION

**POST:** Communications & PR Officer

**REPORTING TO:** Marketing and Communications Manager

**OTHER WORKING RELATIONSHIPS:** Leadership Team, Marketing Team, Heads of Faculty, Department Managers

### MAIN PURPOSE OF POST:

Working with a variety of internal stakeholders and the media, you will contribute to building and maintaining the positive public image and reputation of NSCD. Using a combination of different media and channels, but primarily the written word, you'll craft communications and campaigns that maximise our visibility, convey key messages and raise awareness of our activities and successes.

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### MAIN DUTIES AND KEY RESPONSIBILITIES

1. Work with the Marketing Manager and key stakeholders to plan, develop and implement high quality communications strategies that achieve organisational objectives
2. Research, write and distribute compelling and effective press releases that secure media coverage.
3. Research, update and administrate databases of press contacts.
4. Build and maintain strong working relationships with internal colleagues and external media contacts, including journalists.
5. Monitor press mentions and media coverage using relevant software and online platforms, producing reports as required.
6. Stay abreast of relevant media outlets and topics to identify press opportunities.
7. Write and build news items and blogs for the website and share via social media and email worthy of publishing.
8. Collate and repurpose content for regular e-newsletters to mailing lists.
9. Answer enquiries from the media and field appropriately where required.
10. Arrange and coordinate any filming or photoshoot/media opportunities as necessary.
11. Create and maintain a press page/media hub on NSCD's website.
12. In collaboration with the Marketing & Communications Manager, respond to any negative press.
13. Conduct research on topics where relevant and agreed.
14. Keep up to date with relevant trends and developments.

15. Any other duties as may reasonably be requested by the Marketing & Communications Manager.

### General

- To undertake professional development and staff development training where necessary.
- To follow the School code of practice in matters such as Health and Safety, Equal Opportunities and Safeguarding.
- Follow all agreed Quality Assurance Systems within the School.
- To promote equality, diversity and inclusion through your work.

### PERSON SPECIFICATION – Communications & PR Officer

	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
<b>Education/Qualifications</b>	Educated to degree level	<ul style="list-style-type: none"> <li>• Relevant qualification in English, Journalism or Marketing</li> </ul>
<b>Experience/Knowledge</b>	<ul style="list-style-type: none"> <li>• Previous relevant experience in Public Relations, Communications, or a similar role</li> <li>• Knowledge and experience of best practice in marketing communications and public relations.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the HE and/or conservatoire sector.</li> <li>• Knowledge of contemporary dance/the arts</li> <li>• Existing network of press contacts</li> </ul>
<b>Skills/Abilities</b>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills.</li> <li>• Ability to write for different purposes/target audiences.</li> <li>• Ability to accurately analyse and interpret data.</li> <li>• High level of computer literacy, including MS Office.</li> <li>• Excellent organisational &amp; time management skills.</li> <li>• Ability to work under pressure.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to implement effective SEO strategies for web content</li> <li>• Skilled in mailchimp email marketing platform</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Scrupulous attention to detail.</li> <li>• Self-motivated, with a can-do attitude</li> <li>• Flexible and able to prioritise well</li> <li>• Team-player</li> <li>• Comfortable liaising with staff at all levels, including seniors</li> <li>• Able to take on board feedback and criticism</li> <li>• Interest in and enthusiasm for dance/performing arts and creative education.</li> </ul>	
<b>Safeguarding</b>	Have proven knowledge, skills, experience and qualifications, and any other requirements needed to perform the role in relation to working with students and vulnerable adults.	

## Terms and Conditions

Full terms and conditions of employment will be supplied to the successful candidate, but in brief these are:

<b>Place of employment:</b>	NSCD, 98 Chapeltown Road, Leeds LS7 4BH
<b>Hours of work:</b>	14.8 hours per week (2 days per week)
<b>Remuneration:</b>	£23,795 - £25,694 per annum pro rata. (subject to review).
<b>Contract:</b>	Part-time (0.4 FTE), permanent, office-based
<b>Probationary period:</b>	6 months
<b>Leave entitlement:</b>	25 days, plus 8 bank holidays and up to 3 discretionary days between Christmas and New Year
<b>Period of notice:</b>	1 month on either side
<b>Pension:</b>	Local Government Pension Scheme (West Yorkshire Pension Scheme)
<b>Other benefits:</b>	Staff training and development opportunities; Free or reduced-price tickets for Riley Theatre Schools' performances.

## Equal Opportunities

The School is committed to providing non-discriminatory and harassment-free working environment for our employees. All School employees are expected to have due regard for those policies when carrying out their duties.

## Equality, Diversity and Inclusion

NSCD believes that diversity and a diverse workforce is critical to its future development. As an equal opportunities employer we actively encourage interest from suitably qualified and eligible candidates regardless of sex, age, race, cultural background, disability, sexual orientation, gender identity, religion or belief.

## Safeguarding

NSCD follows Safeguarding provision and all staff require a full DBS check. NSCD is committed to safeguarding and promoting the welfare of students and vulnerable adults and expects all staff and volunteers to share in this commitment.

## Health and Safety

All employees will maintain a positive attitude to Health and Safety in carrying out personal responsibilities and co-operate with Health and Safety policy/local rules/codes of practice relating to Health and Safety.

## Environment & Sustainability

Northern School of Contemporary Dance recognises and is aware of its Social, Economic and Environmental responsibilities, the post holder is required to minimise environmental impact in the performance of the role and actively contribute to the delivery of NSCD's Environment and Sustainability Policy.

February 2025