



**Head of
Communications
and External Affairs**

Candidate Information
April 2023

What is Liverpool Philharmonic?

Liverpool Philharmonic enhances and transforms lives through music.

At the heart of our work is the critically-acclaimed Royal Liverpool Philharmonic Orchestra (the UK's oldest) and Choir; an extensive programme of participatory work with young people and others across our community; and presentation of almost 400 concerts and events each year at our home, Liverpool Philharmonic Hall.

Liverpool Philharmonic is rooted in our city.

We are central to Liverpool's cultural offering, being the largest music organisation and one of the largest cultural organisations in the city, employing over 240 people. As well as our work in Liverpool our Orchestra represent the city with performances and broadcasts across the UK and around the world.

The city's young people are a central focus of our work. Our In Harmony programme provides an intensive, daily music-making programme for over 1500 children in Everton and Anfield, North Liverpool, and we run more than 5,000 workshops and events in community settings for all ages across the City. The Liverpool Philharmonic Youth Company provides a range of opportunities for music making for young people, including the Liverpool Philharmonic Youth Orchestra, Liverpool Philharmonic Youth Choir, Children's Choirs, and Rushworth Young Composers programme. We work in partnership with the Mersey Care NHS Foundation Trust delivering programmes which support people in the Liverpool city region living with a range of mental health needs.

Liverpool Philharmonic is committed to diversity and inclusion.

We work hard to reach right across our community through our learning work, and concert programme.

We attract world class artists to perform at Liverpool Philharmonic Hall and our small venue, Music Room, with a diverse programme of performances ranging from classical, contemporary, rock, pop, folk, roots, and jazz to comedy, film and spoken word. We work with many organisations and cultural partners in the City to ensure that the artists and performances we put on stage, and the audiences we attract truly represent our community.

And we are working hard to ensure that our workforce is a diverse as possible.

Liverpool Philharmonic reaches more people than any music organisation outside London.

Over 350,000 people attend Liverpool Philharmonic concerts each year.

73,000 young people participate in our Youth Company and associated ensembles, attend concerts or take part in our In Harmony programme.

Around 900,000 people in 92 countries listen to our recordings each month on Spotify, more than any UK orchestra outside London.

Over 12,000 people have benefitted from our music and mental health programme over the last 13 years.

What is the role?

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- **Title:** Head of Communications and External Affairs
- **Department:** Audiences and Development
- **Location:** The normal place of work is Liverpool Philharmonic Hall or any reasonable location dependent upon the requirements of the post.
- **Responsible to:** Executive Director, Audiences and Development
- **Responsible for:** Marketing Editor
- **Contract:** Full time, permanent

Principal Role

As Head of Communications and External Affairs, you'll be developing and implementing our communications strategy, across all areas of our organisation, locally, nationally and internationally, identifying and maximising key opportunities aligned with our strategic plan, in conjunction with key internal and external stakeholders.

You'll also represent Liverpool Philharmonic in establishing key relationships across national government, local councils, and other partner organisations.

You will work as part of the Audience and Development team to deliver media campaigns to promote Liverpool Philharmonic events, helping to develop new audiences and support commercial sales targets.

As part of the Leadership Team, you will also work closely with other internal departments including Marketing, Learning, Development as well as Liverpool Philharmonic's Executive Team, musicians and visiting artists.

Key Responsibilities

- Development and delivery of Liverpool Philharmonic's PR strategy and activities.
- Source and respond to opportunities for media interviews, appearances, photo shoots, etc. and manage and accompany artists as required
- Manage key stakeholder relationships, with stakeholder events and communications
- Manage all press relationships, writing press materials, responding to ticket requests, organising interviews and press events.
- Contribute to social media plan and share the duty around providing copy for posts, alongside Digital Marketing Manager, to increase reach and engagement around key messages
- Brief and manage external press agencies and suppliers
- Manage concert programme production, overseeing programme editor and designers.
- Host pre and post-concert events
- Working alongside the marketing team, oversee production of all video content - from storyboarding, filming, editing and final product, working with external filmmakers and Digital Marketing Manager
- Oversee photography procurement and archiving
- Oversee archiving of historical documents, including house programs, photography, video and artist biographical files.
- Manage crisis communications

Person Specification

The successful candidate is likely to be able to demonstrate the following:

Experience

Criteria	Essential	Desirable
<ul style="list-style-type: none"> At least four years' experience in a communications role, ideally within a cultural organization or agency 	X	
<ul style="list-style-type: none"> Proven experience implementing creative, successful and high profile media campaigns 	X	
<ul style="list-style-type: none"> Keen understanding of social media and its place in the media/blogging landscape 	X	
<ul style="list-style-type: none"> Experience of successfully working with a range of internal and external stakeholders at all levels 	X	

Knowledge, Skills and Abilities

Criteria	Essential	Desirable
<ul style="list-style-type: none"> Outstanding verbal and written communication skills 	X	
<ul style="list-style-type: none"> Driven and self-motivated, able to excel in high pressure environments with challenging and competing priorities 	X	
<ul style="list-style-type: none"> Highly organised, thorough and diligent, with great attention to detail 	X	
<ul style="list-style-type: none"> A strong team player, with ability to work in a collaborative, team-oriented environment 	X	
<ul style="list-style-type: none"> Exceptional interpersonal skills with the ability to develop strong, positive relationships and build credibility quickly 	X	
<ul style="list-style-type: none"> Knowledge and ability to write about classical music would be desirable, but enthusiasm for music is essential 		X

Key Information

- **Salary:** Up to £35,000
- **Employment type:** Full-time (35 hours per week) / permanent position
- **Hours of work:** The standard contracted hours for this post are 35 hours per week. Normal working hours are Monday-Friday, 9.30am to 5.30pm, however there will be a requirement to undertake some evening and weekend work which will be included within the post's 35 hour week. You may be required to work over and above these hours but you will receive time off in lieu for this.
- **Holidays:** 26 days plus bank holidays.
- **Pension:** Access to a Group Pension scheme whereby employees are auto enrolled and can enjoy employer contributions.
- **Period of Notice:** Three months.
- **Place of Work:** Your main base will be Liverpool Philharmonic Hall, but remote working will be available in agreement with your line manager for a portion of the week.

What benefits are offered?

Health Cash Plan

Following two years' service you will have access to a health cash plan with an award winning supplier. This provides cash back towards everyday healthcare bills and a range of other wellbeing benefits.

Training and Development

We offer a dedicated training and development fund to support the growth and progression of our employees.

Rail and bus services

Access to the Mersey travel Season Ticket enabling the cost of annual season ticket to be spread over a period of 12 months and discounted monthly travel on Arriva bus services. Length of service awards Employees are provided with additional time off and cash incentives at various long service milestones.

Complimentary staff tickets

Complimentary staff tickets are available and employees are encouraged to attend events.

How to Apply

You are required to complete our Equal Opportunities Monitoring Survey. Please [click here](#) to complete this.

Please [click here](#) to submit your application.

You will be required to input your personal details and then asked to attach documents.

Please submit the following information together in **one** document:

- a CV which doesn't include any personal details such as your name, date of birth, gender, address or phone number.
- A maximum of 500 words detailing how you meet the requirements of the job (that does not include any personal details such as your name, date of birth, gender, address or phone number).

If you require any support with this process, please contact recruitment@liverpoolphil.com

Applications are due by **12 noon on Monday 15th May 2023**. No applications will be accepted after this time.

All applicants must have the right to work in the UK.

Interviews

Short-listed candidates will be invited to attend an interview on w/c 22nd May 2023 at Liverpool Philharmonic Hall, Hope Street L1 9BP

Equal Opportunities Statement

Liverpool Philharmonic is committed to striving to represent modern Britain in all its diversity. Liverpool Philharmonic is committed to equality of opportunity and welcomes applications from all suitably qualified candidates, irrespective of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex or sexual orientation. In seeking to be representative of the Liverpool city region, applications from members of minority ethnic groups are particularly welcome as they are currently underrepresented within the creative industry. The appointment will be made on merit with independent assessment, openness and transparency of process.



LIVERPOOL PHILHARMONIC

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The work of Liverpool Philharmonic is supported by:



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