

THE
WORLD FAMOUS
A PLAY A PIE
AND
A PINT

**GLASGOW LUNCHTIME THEATRE
COMMUNICATIONS OFFICER
APPLICATION PACK**

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Further information about the company can be found on our website www.playpiepint.com

A lunchtime institution has launched careers and changed the landscape of Scottish theatre.
The Guardian

Thank you for your interest in the post of Communications Officer with Glasgow Lunchtime Theatre's, A Play, a Pie and a Pint. We are seeking a talented and skilled person to fill this important post.

Application deadline: 10.30am on Monday 15th August 2022.

Interviews will be held on Thursday 18th August 2022. We hope the new Communications Officer will join us for the Autumn season. Please indicate when you would be able to start in your application

Interviews will be held in person with Artistic Director Jemima Levick and Producer, David Dey.

Please send applications by email only, marked COMMUNICATIONS OFFICER APPLICATION to info@playpiepint.com if you would like to ask any questions about the post in advance of submitting your application, please email the same address marked COMMUNICATIONS OFFICER QUERY

This is a part time fixed term contract for two years (to be reviewed thereafter) at a rate of **£25,000** pro rata, per annum.

The hours of work are for **21** hours per week [0.6 FTE] and are flexible, although we would prefer daily, or regular attendance. The nature of the position (i.e. freelance or PAYE) is flexible and will be adapted to the successful candidate's requirements

Application is by CV (inc 2 references) and a letter of application explaining why you're an appropriate candidate for this post

One of the most magical theatre initiatives of the last decade.
The Scotsman

Mission

Glasgow Lunchtime Theatre seeks to produce and promote high quality new plays from Scotland, the UK and the rest of the world and to present them in an accessible way, with affordable ticket prices and in an informal setting. We concentrate on quality writing and performance. Our plays intend to entertain, educate and inform audiences by exploring a wide range of subject matters. We aim to collaborate with the best artists, co-producers and venues in Scotland and from other parts of the UK and internationally. We support artists right through their careers, presenting work from new and mid-career artists as well as producing the work of established writers and actors. We are committed to facilitating the presentation of this work as widely as possible.

About the Company

Founded in 2004 by David MacLennan, A Play, a Pie and a Pint produces the most new writing of any theatre in the UK. After running for 18 years, the core principles remain steadfast: to present a new play every week at lunchtime which lasts for under an hour with a pie and a pint included in the price of every ticket.

A Play, a Pie and a Pint produces more than 30 new plays a year across two seasons at Òran Mór in the West End of Glasgow. We regularly work in association with other theatres including The Traverse Theatre and Aberdeen Performing Arts as well as new partners such as Dumfries & Galloway Arts Festival, Mull Theatre and Ayr Gaiety, to present our works to a variety of audiences across the country.

We work with a large number of writers, actors and directors each season, all with different levels of experience, from well-known actors to first time playwrights. We operate an open script submissions service administered by Playwrights' Studio Scotland, meaning that anyone can submit a script to us to be considered for production. We work as a small core team to deliver a large output of work.

Since beginning as an experiment, the organisation has grown considerably over the past eighteen years, and it is now widely considered to be an established part of the Scottish theatre industry:

- We have produced the first professional theatre productions of many first time playwrights including: David Ireland, Daniel Jackson, Denise Mina, Alan Bissett, Gerda Stevenson, Jenny Knotts, Lesley Hart, Lorna Martin, Claire Nicol, Taqi Nazeer, Kim Millar and David Gerow.
- Many of our previous plays have gone on to have other lives such as Fringe runs or developed into larger pieces.
- Six of our plays were filmed and broadcast on the BBC for the first time in 2019.
- Volume one including six of our plays were published in an anthology in 2020 by Salamander Street
- We work regularly with other venues, presenting our works in association with The Traverse, Aberdeen Performing Arts and The Beacon. New partnerships are always being developed and we anticipate that by 2023 we will regularly presenting work across eight local authorities.
- The popularity of A Play, a Pie and a Pint has grown steadily over the years and in the past year we have averaged a daily audience of 150 people.
- We have featured many well-known actors on our stage such as Johnathan Watson, Karen Dunbar, Robbie Coltrane, Blythe Duff, David Hayman, Elaine C. Smith, Sam Heughan and Bill Paterson as well as launching the careers of many new performers.
- We work closely with many educational institutions to provide work placement and learning opportunities including the Royal Conservatoire of Scotland and the University of Glasgow.
- We are a Regularly Funded Organisation through Creative Scotland and look forward to submitting a revised RFO application in the next 12 months.

What's not to enjoy?

The Herald

Communications Officer Job Description

Personal Specification:

We are looking for an experienced and highly-motivated Communications Officer to join our small and busy team, and will relish the unique environment that A Play a Pie and a Pint presents.

The Communications Officer will lead on developing, delivering and maintaining an effective, organisational marketing strategy, including but not limited to seasonal marketing campaigns, audience development and engagement, and the overall promotion of A Play, A Pie and A Pint more generally.

The Communications Officer will work collaboratively with the Producer to effectively plan, coordinate and deliver seasonal marketing campaigns, utilising a range of insights and trends to nurture existing audiences and identify new ones. You will serve as the online voice of the organisation, and the first point of contact for engaging audiences, press, and marketing partners. Overall, you will develop and implement an organisation-wide marketing strategy, reporting on its efficacy.

Essential Skills and Experience include:

- Minimum 2 years' communications experience, preferably within the arts
- Highly motivated team player with excellent administrative, interpersonal and written communication skills
- Comprehensive numeracy and analytical skills regarding sales and audience data, and an ability to identify audience trends
- Understanding of and natural flair for marketing across all contemporary social media platforms (i.e., TikTok, Instagram, Twitter, Facebook)
- Solutions-driven problem solver who can identify areas for organisational improvement
- Experience of marketing campaign management, ensuring timely delivery of comms
- Experience of working in a fast-paced environment with high artistic turnover, and an ability to multi-task
- A strong commitment to Equal Opportunities and making the arts accessible, diverse and inclusive for all
- A love of the arts and a knowledge of and genuine enthusiasm for the work of A Play, a Pie and a Pint

Desirable skills:

- Experience working in a busy live arts organisation
- Experience managing budgets
- Experience using Hootsuite
- Experience using WordPress
- Experience using TicketWeb

Responsibilities

Press

- Identify press stories from across each season and within each show, proactively pitching to the organisation's press contacts

- Produce seasonal and individual show press releases, distributing to key press and media contacts in a timely manner to secure coverage
- Manage relationship between PPP and reviewers, as well as the relationship between PPP and print and broadcast media more generally
- Submit regular show information to outlets that host event listings

Marketing

- Develop, implement and maintain an effective marketing strategy for the organisation as a whole
- Collaborate with the Producer to deliver seasonal marketing campaigns that nurture our existing audience base and engage those identified for audience development
- Collaborate with the Artistic Team to identify demographics currently underrepresented in our audience
- Identify and trial strategies that develop PPP's audience by targeting currently underrepresented demographics
- Utilise a range of platforms and advertising opportunities to advertise and effectively promote each show, each season, and the organisation as a whole
- Deliver regular sales analyses and reports, as well as insightful campaign evaluation, identifying what is effective and what will work for future marketing campaigns
- Oversee day-to-day relationship between organisation and audience, responding to all online audience enquiries as the voice of A Play, A Pie and A Pint
- Organise and deliver monthly newsletters to subscribers and, in line with agreed targets, grow online engagement and subscriber base
- Identify and keep abreast of marketing trends and opportunities relating to the arts and audience development

General

- Maintain our key relationship by managing internal comms with our sister organisation, Oran Mor, working alongside Oran Mor's Comms Officer when necessary and where applicable
- Manage and regularly update PPP's website and social media platforms
- Organise and oversee inhouse photographer's weekly schedule
- Any other duties as reasonably requested by the organisation
- Keep abreast of arts developments in Scotland
- Any other reasonable duties as requested by the organisation

It's been an extraordinary Spring Season at A Play, A Pie And A Pint in Glasgow. Twenty weeks, 20 plays from all over Scotland, and not a single one lost to Covid, despite one or two performances cancelled; and what's more, many of them have been outstanding pieces of work

The Scotsman

EQUAL OPPORTUNITIES POLICY

The aim of this policy is to communicate Glasgow Lunchtime Theatre's commitment to the promotion of equality of opportunity within the organisation's policies and practises.

It is our policy to provide employment equality to all, irrespective of:

- Gender, including gender reassignment
- Marital or civil partnership status
- Having or not having dependants
- Religious belief or political opinion
- Race (including colour, nationality, ethnic or national origins)
- Disability
- Sexual orientation
- Age
- Social or economic background

This includes the permanent staff of Glasgow Lunchtime Theatre, the Board of Directors, groups or companies employed by, or collaborating with Glasgow Lunchtime Theatre. This policy covers all areas of the company's work including management, employment, policies, terms and conditions of service, marketing and publicity and any contact with the public.

This policy, in accordance with equal opportunities legislation, will ensure that every employee and collaborator, potential or actual, and all members of the public that have contact with Glasgow Lunchtime Theatre, will be regarded and treated as an individual.

Glasgow Lunchtime Theatre is committed to:

- Promoting equality of opportunity for all persons
- Promoting a good and harmonious working environment in which all persons are treated with respect
- Preventing occurrences of unlawful direct discrimination, indirect discrimination, harassment and victimisation
- Fulfilling all legal obligations under the equality legislation and associated codes of practice
- Complying with our own equal opportunities policy
- Regarding all breaches of equal opportunities policy as misconduct which could lead to disciplinary proceedings

As a theatre company Glasgow Lunchtime Theatre aims to always produce and stage their work in buildings or settings accessible to all.

All permanent positions will be advertised. All documentation relating to permanent positions within Glasgow Lunchtime Theatre, including Job Description and Person Specification, will be completed before the post is advertised.

Any person who feels they have not been treated equally as an employee or potential employee of Glasgow Lunchtime Theatre should inform the Board of Directors of their complaint, who will investigate the matter.

Glasgow Lunchtime Theatre is committed to this policy as a company, but also as a group of individuals who will personally ensure that this policy is implemented in all areas of our work.