



**HARRISON PARROTT**

## JOB DESCRIPTION

<b>Title:</b>	Communications & Public Relations Manager	<b>Reporting to:</b>	Chief Operating Officer & General Counsel
<b>Salary range:</b>	£32,000- £40,000	<b>Basis:</b>	Full time, London office based
<b>Closing date:</b>	Sunday 20 <sup>th</sup> January 2019		

### About us

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This is an amazing opportunity to join an award-winning artist and project management agency at an exciting time of expansion.

Innovation, expertise and responsiveness have been the hallmarks of HarrisonParrott ever since its foundation in 1969 when Jasper Parrott and Terry Harrison pioneered a new approach to artist and project management. Today, that restless and challenging spirit is as strong as ever, shared across one of the most experienced teams in the business.

We have more than 70 employees who speak a total of 11 European languages as well as Japanese, Mandarin, Cantonese, and Russian. With offices in London, UK, Munich, Germany, and Paris, France we operate on a truly global scale. While our main focus is classical music, we also work with other art forms, including ballet and theatre, and have an in-house boutique agency, Polyarts, that manages artists from a wider range of music genres.

We seek people who match our pro-active drive and ambition with a can-do attitude, who are excited about playing a key role in the future of the Arts on a global scale.

We are an equal opportunity employer and value diversity. We welcome applicants from all backgrounds.

### Job purpose

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To manage the internal and external communications of the Harrison Parrott group and to project manage the HP50 foundation and HP50 company anniversary during 2019 – 2020.

### Key relationships

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Board, Directors, Associate Directors, Marketing Manager, Sponsorship & Development Manager, Artist Managers, and Artist Coordinators

### Key accountabilities

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- Assist the Executive Board Director to write and manage the HP Public Relations (PR) and Communications Strategy – in consultation with the HP Business Strategy.
- Manage the HP PR and Communications budget – monthly reports to the CFO and COO.
- Manage internal and external communications process.
- Act as a first port of call for general PR and Communications enquiries, both internal and external.



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### HP50 Anniversary and HP50 Foundation

- Project manage HP50 company anniversary season and concert including all communications and PR
- Lead on producing promotional videos for HP50 and HP50 Foundation
- Work with Sponsorship & Development Manager to promote HP50 Foundation (charity)

### PR

- Creating and implementing creative, targeted media plans for clients as required
- Manage the organisations reputation in the media and ensuring regular features and articles are placed in relevant trade, regional and national media
- Maintain and build relationships with key journalists, to ensure maximum coverage of HP key messages.
- Respond quickly and effectively to issues relating to HP by promoting and defending the reputation of the organisation through media and other means.
- Ensure reliable systems for storage and retrieval of information as well as an in-house library of press articles, photographs, recordings, videos and research literature, etc.
- Acting as media spokesperson, responding to any incoming press enquiries and proactively seeking coverage of our work
- Working on public affairs campaigns
- Raising the profile of Jasper Parrott and members of the Board as an influencers and innovative leaders

### Consultancies and associated companies

- Provide PR and communications advice and support when necessary to HP consultancy projects and associated companies within the Jasper Parrott Ltd group.

### Social media channels – working alongside Marketing Manager

- Co-manage the company's Twitter, Instagram and Facebook feeds, sourcing content from artist management & projects/tours teams and ensuring an engaging and appropriate tone and building the number of followers.
- Co-manage the company's LinkedIn Page.

### External Communications

- Manage writing regular press materials for email campaigns
- Work with artist management/touring/IT to ensure the contact information and marketing preferences of key promoters is accurate and kept up to date on the company database.
- Manage the email campaign process, producing email campaigns for selected groups of promoters, monitoring open and click through rates.
- Undertake regular competitor analysis and investigate ways to improve effectiveness, seizing opportunities, anticipating risks and encouraging improvements.

### Internal Communications

- Develop and implement an effective internal communications strategy
- Develop a range of internal communications content which engages colleagues with organisational purpose and values
- Creation of content for internal communications channels, including ebulletins
- Management of internal events



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### General

- Research and monitor key PR and communications trends and brief SMT, Board and the Executive Committee as appropriate.
- Run adhoc internal communications and PR workshops for staff training

### Benefits

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- 25 days of paid holiday per year in addition to statutory bank and public holidays. 5 of these days are to be taken during the office closure period in December.
- Company Pension Scheme.
- Life assurance: 3 x annual salary.
- An interest free season ticket loan.
- Annual ticket allowance for HarrisonParrott artist events.
- On-site shower facilities.
- On-site gym, free to use

### Additional Information

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Completed applications are to be sent to [hr@harrisonparrott.co.uk](mailto:hr@harrisonparrott.co.uk) and must include a copy of your CV, completed application form and equal opportunities form.

An initial telephone interview may be possible if you are currently living outside the UK. Please note the essential requirements listed below when completing your application.



## PERSON SPECIFICATION

Skills and Experience:	Essential:	Desirable:	Assessment method:	
			Application:	Interview:
Experience as a Communications and Public Relations Manager, ideally in the arts/classical music	✓		✓	✓
Educated to undergraduate degree level or equivalent	✓		✓	
Excellent written English, with the ability to write, edit and proof copy that is punchy, accurate and appropriate for its readership	✓		✓	✓
Excellent communication skills, with the ability to deal confidently and sensitively with individuals at all levels within the company, as well as external contacts such as journalists, promoters and artists	✓		✓	✓
Experience of event management	✓		✓	✓
Experience of using website content management systems and Google analytics	✓		✓	✓
Experience of managing internal and external Communications	✓		✓	✓
Experience of managing Public Relations and lobbying	✓		✓	
Experience of managing social media channels, and ideally applications such as Hootsuite	✓		✓	✓
Experience using audio and video editing software	✓		✓	✓
Good working knowledge of Adobe Photoshop and InDesign, with a good visual eye and a flair for creativity	✓		✓	✓
Be thorough and accurate with strong attention to detail	✓		✓	✓
Knowledge and an understanding of classical music	✓		✓	
Excellent IT skills including a high level of proficiency in Microsoft Outlook	✓		✓	
Good working knowledge of at least one additional modern language		✓	✓	
Experience of project management		✓	✓	