

The background of the advertisement is a photograph of the Royal Lyceum Theatre building in Edinburgh, taken at dusk. The building is a grand, classical-style structure with a prominent portico supported by several columns. The facade is illuminated from within, with warm light glowing through the arched windows and doorways. The sky above is a deep, clear blue. The text of the advertisement is overlaid on the upper left portion of the image.

The Royal
Lyceum
Edinburgh

Head of Press and Communications

Full time or 4 days pro rata

Salary: £38,000–£41,000

Closing date: 3rd May

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One Day: The Musical. Photo © Mihaela Bodlovic.

About The Lyceum

The Royal Lyceum Theatre Edinburgh is the leading producing theatre in Scotland and one of the United Kingdom's most prolific theatre companies.

The Lyceum is a crucial part of the cultural life of Edinburgh and Scotland, with a reputation for producing innovative, artistically exciting, high-quality theatre. Developing award-winning work with national and international partners, The Lyceum's co-productions and collaborations represent a key strand of the company's strategy to extend the future life of productions and to present the company's work across the UK and abroad.

The Lyceum is committed to being a truly civic theatre rooted in Scotland's capital city - entertaining, challenging, and inspiring all the people of Edinburgh. We continue to be the

most active producing theatre in Scotland - producing and co-producing high quality work to share with Edinburgh, Scotland, the UK, and the world.

Each year we present a programme of work that embodies the values of the company. Work of the highest quality, created with talented artists and prestigious partners. Programming and producing with courage to ensure there is room for new voices and diverse stories. A welcoming and collaborative environment for audiences and artists, with something for everyone, driven by a passionate group of people who celebrate all that is great about live theatre.

We have ambitious plans to expand the breadth and depth of our programme - using theatre to explore pressing issues of the day,

shining new light on classic texts and stories, introducing children and young people to the magic of theatre and growing our audiences in Edinburgh as well as across Scotland, the UK, and internationally.

The theatre is a magnificent example of late Victorian theatre architecture. Our offices and rehearsal space are directly across the road, and our scenic workshop and wardrobe-making departments are situated at Roseburn, which is a little over a mile away.

The Lyceum's beautiful, intimate Victorian theatre has played a significant role in the

cultural and creative life of the city and surrounding area for over 130 years. Nominated in The Stage Awards 2020 for Regional Theatre of the Year, The Lyceum has developed a reputation for innovative, high-quality theatre, drawing upon the considerable talent in Scotland as well as developing award-winning work with national and international partners to make theatre in Edinburgh that can speak to the world.

A very important part of The Lyceum's offering is a well-attended and varied programme of engagement, outreach, youth theatre, and schools' projects delivered by our Creative Learning team.

The Mountaintop. Photo © Mihaela Bodlovic.





Sunset Song. Photo © Mihaela Bodlovic.

Our Mission

We create, produce and share outstanding theatre for Edinburgh and the world; theatre that entertains, connects, and inspires – working creatively with our communities, growing our audiences, and celebrating the shared power of live storytelling.

Our Vision

An internationally-renowned historic producing theatre at the heart of Scotland's cultural life – open to all, creating work by exceptional artists, enriching lives and reshaping how we understand ourselves and each other.

Our Values

Our strategy is underpinned by our values. These values represent who we are, and they inform all that we do:

Excellence – we strive for excellence in all that we do

Relevance – our work reflects the lives, experiences and concerns of contemporary artists and audiences

Openness – we welcome everyone, irrespective of background

Passion – we care deeply about what we do and how we do it

Courage – we're driven by courage, energy and determination

Care – we believe that everyone should be treated with respect and met with fairness

Our Strategic Aims

To be Scotland's major producing theatre company with an international reputation.

To attract a wider and more diverse range of people from across Edinburgh and the surrounding areas to engage with our activity as audiences and participants.

To invest in and protect our theatre and supporting buildings to be fit for purpose, creating a cultural hub for the community.

To be in control of our own destiny; achieving financial sustainability through a mixed model of funding, donations, and commercial income.

To be a rewarding and supportive place to work, helping to develop the next generation of theatre makers whilst enabling sustainable careers for more established artists and theatre workers.

To meet our responsibilities to the environment and climate emergency.





The Audience and Commercial Department

The Audience and Commercial Department deliver The Lyceum's marketing, sales, communications, audience development and customer experience. Our commercial team also oversee the Lyceum Trading Company. From first being made aware of who we are, or the shows we have on, through to deepening engagement with regular attendees – we are the voice of The Lyceum to our audience, and the voice of the audience within The Lyceum. We oversee marketing and press campaigns across our own productions and our Creative Learning programme, as well as working closely with our co-producing partners and visiting shows. At The Lyceum we welcome everyone, and our communication and customer experience consistently reflects our values.

Cinderella: A Fairytale. Photo © Mihaela Bodlovic.





The Girls of Slender Means. Photo © Mihaela Bodlovic.

The Role

The Head of Press and Communications will shape how we communicate with the media, our stakeholders and the wider public. They will be responsible for developing and delivering a clear, compelling and consistent organisational voice across corporate communications, press, internal communications and reputation management.

The role will lead on relationships with press and media: proactively pitching stories, securing coverage, identifying opportunities to raise the profile of The Lyceum, and helping us to achieve our ambitions both on and off the stage.

Although The Lyceum is nationally significant, we're a small team, and this new role is the sole dedicated communications post within the organisation. The successful candidate will be responsible for the full breadth of communications activity, balancing high-level strategic planning with hands-on delivery of day-to-day. They will work closely with senior leaders across the organisation while also directly managing the practical, operational communications work.

Press Strategy

- Act as Press Representative for The Lyceum and build strong relationships with local, national and UK press.
- Develop and oversee our long- and short-term press strategies, creating awareness of The Lyceum, helping to achieve our mission, and communicate our values. Help to shape the debate of theatre and the arts in Scotland.
- Develop press strategies that support our campaigns of individual productions in line with campaign strategy, working closely with the Head of Marketing. Work with co-producers and partner organisations on events and productions where we are involved.
- Manage press campaigns for Lyceum productions and events in the national, specialist trade, media and local press.
- Write press releases, support the planning of launch events, manage all interviews, photoshoots for press purposes, and if required photo-call etc. for national media.
- Communicate clearly across press, stage management, producing and cast or creative team involved to manage interview requests and press coverage.
- Oversee all aspects of press events, including Press Nights. This includes managing relationships with members of the media, work with wider team to administer invitations and ticket allocations, oversee interval drinks and other duties as required.
- Develop and place stories and editorial ideas for different aspects of our work in a variety of media.
- Monitor relevant external news stories, create weekly news updates and maintaining a keen understanding of industry trends.
- Foster and maintain positive relationships with members of the press and media.
- Work with the Director of Audience and Commercial and the Head of Marketing on season launches- including strategic positioning, curation of work for announcement, and press placement.
- Lead on reactive press enquiries, including acting as key coordinator during times of reputational risk or crisis for the organisation. This will include informing key stakeholders, drafting and releasing media statements, and strategising emergency communications plans as required.
- Proactively remain aware of potential reputational risk across the organisation, and collaborate with the Artistic Director, Executive Director and members of the Senior Management Team to mitigate PR risks where possible or needed.
- Consistently seek out new avenues for raising the profile of The Lyceum through research into national, specialist trade, media and local press.

Administration

- Maintain up-to-date press lists and relevant office systems, ensuring they adhere to the relevant data protection legislation.
- Keep a clear diary of press attendance.
- Work with other venues and festivals to ensure strategic placement of our PR and comms, alerting relevant parties about potential clashes. Be responsible, in consultation with the Producing Department, for the scheduling of the press night diary.
- Ensure that press cuttings and reviews are up-to-date, comprehensive and circulated to relevant parties.

General

- Work closely with other departments within the company in relation to all press and communications matters.
- Embody The Lyceum values and make sure our approach to press and communications supports these values.
- Uphold and embody our company policies, including but not limited to our Dignity at Work policy and Health and Safety policy.

You will be someone who

- Brings significant experience in press, communications or media relations, ideally gained within the arts, culture or a values driven organisation, with a strong understanding of the press and media landscape and established relationships
- Demonstrates a strong strategic mindset alongside excellent writing and storytelling skills
- Is confident acting as a senior spokesperson and handling reactive communications or reputational issues
- Enjoys working autonomously while remaining closely connected to a collaborative, small team
- Understands the realities of live events and cultural environments, bringing a flexible and responsive approach to working hours – including occasional evening or weekend work around press nights, events, interviews or time sensitive media enquiries



The Mountaintop. Photo © Mihaela Bodlovic.

How to Apply

Visit lyceum.org.uk/jobs to apply.

When submitting your application please send us an updated CV as well as a covering letter setting out how your skills and experience meet the person specification.

Please note that if you don't feel you fit the essential criteria of the role but would still like to apply, we encourage you to do so with further information about why you're a great fit. If you would like to apply through an alternative means, such as video or audio file, you're welcome to do so.

To discuss the role and interview process further, please contact us at aastell@lyceum.org.uk

The closing date for applications is 3rd of May.

Interviews will be held on w/c 11th of May.

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