

BIRMINGHAM ROYAL BALLET

JOB DESCRIPTION

Communications & Partnerships Manager

Department:	Income Generation
Reports to:	Head of Marketing
Direct Reports:	Marketing & Communications Coordinator
Salary:	c.£42,000
Location:	Birmingham (with some UK touring/press night travel). Hybrid working possible up to x2 days/week.
Contract:	Full-time, permanent

About Birmingham Royal Ballet and The Role

Birmingham Royal Ballet (BRB) is one of the UK's leading cultural institutions, renowned for artistic excellence, technical innovation and a commitment to broadening access to ballet. Under the artistic leadership of Carlos Acosta BRB is strengthening its communication, visibility and partnerships nationally and internationally.

This newly created post plays a crucial role in connecting BRB's artistic vision, organisational priorities and wider public engagement. It is an exciting time to join under the leadership of our Director Carlos Acosta and Chief Executive Paul James as we enter a new 5-year planning cycle and a series of ambitious new ballet productions and initiatives.

This new role will provide a much needed 'on the ground' Manager to work across our Marketing, Digital and Content, Design Studio, Fundraising teams and existing Press & PR provision, after an absence of an internal role for some time. Until recently, regional press and PR have been delivered through freelance support. Following a period without an internal role, this position will play a key part in strengthening and coordinating both our internal and external communications. The role will work across several key teams and support the new Income Generation Strategy.

Our National Press and PR is currently delivered via a contract for services by Bread & Butter PR. International Press & PR can involve a number of outlets and partners, often including Bread & Butter PR. The postholder will work closely with Bread & Butter PR to ensure seamless, aligned communications across all channels.

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BIRMINGHAM ROYAL BALLET

The Role

We are seeking an energetic and highly capable Communications & Partnerships Manager to lead three interconnected functions:

1. Regional and Organisational PR & Digital-first Media

Driving PR outcomes for BRB's national touring programme with an approach that reflects the evolving media landscape.

Responsibilities include:

- Managing regional press and building relationships with local journalists, online reviewers, bloggers and influencers.
- Write and distribute press releases, media packs and story pitches to regional media.
- Managing a regional press database and ensuring contacts are maintained in Spektrix (CRM).
- Creating PR toolkits for venues; pitching stories, features and interviews.
- Managing press nights and media hosting on tour - especially in the Midlands region but also nationally and internationally when required.
- Producing coverage summaries and insight reports and analytics
- Identify organisational PR opportunities (e.g. fundraising successes, senior appointments, new partnerships, sector developments) and work with Bread & Butter PR to determine the most effective channels for distribution.
- Building awareness of our charitable status with regional press and key audiences.
- Coordinate photographers or film crews for local media as required.
- Working closely with the CEO on any updates to our Royal Patron and President, including an annual report to the Royal Household
- Coordinating requests for organisational spokespeople with Bread & Butter PR.

2. Internal Communications

Ensuring BRB staff, dancers, production teams and touring crews are informed, aligned and supported and that key Birmingham Royal Ballet messages, successes and business critical news items are successfully communicated.

This includes:

- Drafting internal news, leadership messages, briefings and cascade materials.
- Supporting the development and future management of a BRB intranet.
- Working with teams to surface and shape 'hidden stories' and successes into compelling internal content.
- Providing hands-on support 'on the ground'— securing artists for media engagement and interviews, coordinating press night logistics, gathering backstage content and supporting touring comms. This may be at our Thorp Street base in Birmingham, at our WM based technical stores or at touring venues across the UK and internationally (when required).
- Strengthening internal narrative alignment and communication rhythms across departments.
- Supporting key company news for the BRB Supporters Magazine

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- Building strong cross-organisational relationships.

3. Partnerships Activation

Working closely with Marketing and Development to maximise brand partnerships and fundraising ambitions for corporate support. Examples would include brand partnerships with Café Nero, Selfridges and venue partners and high-level development partnerships with the University of Birmingham and The Grand Hotel, Birmingham.

This includes:

- Supporting the development of brand and development partnerships at an early stage – from pitching to attending key meetings
- Attending regional networking events and promotional events – i.e. Birmingham Chamber of Commerce events and annual EXPO.
- Activating partnership campaigns that increase reach, impact and audience engagement.
- Developing new partnership prospects and developing or supporting pitch decks and pitching materials
- Acting as a lead contact for key brand partnerships, ensuring mutually successful delivery of agreed aims
- Preparing activation plans, creative assets and impact reports.
- Working closely with and ensuring alignment between Marketing (audiences) and Development (fundraising/advocacy).

Person Profile

Essential

- Strong experience in communications, PR or marketing, ideally within arts, culture, charity or entertainment sectors.
- Confident networker and relationship builder, adapting to different working styles and practices.
- Excellent writer – confident in messaging, narrative building, tone of voice and storytelling.
- A commitment to Equality, Diversity and Inclusion, with the ability to apply inclusive communication practices in your work, ensuring language is accessible, representative and aligned with our IDEA principles.
- Ability to interpret brand guidelines and bring the brand personality to life in your work and tailor the message for different audiences. This includes working with fundraising teams to express our Case for Support with key audiences.
- Experience working with journalists, influencers and digital content creators.
- Excellent organisational and project management skills, with the ability to coordinate activity and ensure effective delivery across teams and departments.
- Strong organisational and project management skills and ability to work cross functions and cross teams successfully.
- Ability to build trusted relationships with dancers, production teams, venue partners and senior leadership.
- Experience of securing and managing brand partnerships

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BIRMINGHAM ROYAL BALLET

- Familiarity with CRM systems and email marketing tools
- Experience of working with Fundraising colleagues and development partnerships.
- Line management experience or willingness to do so.
- Comfortable working at pace, especially during touring/production cycles.

Desirable

- Experience working within a touring or performance environment.
- Experience of working within a charity or third sector environment
- Knowledge of UK arts fundraising landscape
- Understanding of audience development strategies
- Ability to capture content (video, photos, interviews) for social/digital use.
- Knowledge of the Midlands media landscape or UK touring circuits.

What We Offer

- An opportunity to shape and grow a newly created function at a world-class ballet company.
- Ability to expand your skills and networks.
- A collaborative, creative and mission-led environment.
- Professional development opportunities across marketing, partnerships and communications.
- Hybrid working (role requires physical presence during productions and touring).
- Competitive pension and holiday package.

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