

# CURVE

## About Curve

Curve is a major producing theatre based in Leicester's Cultural Quarter, creating and sharing high-quality culture for all those who live, learn, visit and work in our city and beyond. We use our unique home and talent to entertain, inspire and engage with a diverse audience and play a leading role in the development of our industry, city and global community. At the heart of this is the ambition to offer audiences world-class theatre (under our Made at Curve banner).

Under the leadership of Chief Executive **Chris Stafford** and Artistic Director **Nikolai Foster**, Curve has developed a reputation for producing, programming and touring a bold and diverse programme of musicals, plays, new work, opera and dance. This is presented alongside community engagement and learning opportunities, which firmly places audiences and communities at the centre of everything Curve does.

As a registered charity (number 230708), we work with people of all ages and backgrounds, enabling them to access, participate in and learn from the arts. We nurture new and emerging talent and create outstanding experiences for audiences and artists within our regional communities and beyond.

## Our requirements

We are looking for a National PR Agent/Agency to provide ongoing support and delivery of our national and international PR campaigns. Working closely with Curve's CEO, Artistic Director, Director of Audiences and Press and Digital Manager the National PR Agent/Agency will play a key role in raising the profile of our Made at Curve productions.

The impact of COVID-19 on our theatre and the industry as a whole is severe and the successful tender will need to demonstrate a strategic approach to our national PR which will build the profile for our programme of work and position Curve as a key player in rebooting the theatre sector in the UK.



RUTLAND STREET, LEICESTER LE1 1SB  
ENQUIRIES: 0116 242 3560 TICKETS: 0116 242 3595  
WWW.CURVEONLINE.CO.UK

Leicester Theatre Trust Limited  
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Registered Charity 230708  
VAT registered 212580047



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**ARTS COUNCIL ENGLAND**



## **Responsibilities**

The PR Agent will:

- Lead on Curve's national press strategy, adopting an innovative approach to position Curve as a cultural leader in the UK.
- Further build awareness of our Made at Curve and Curve on Tour brands.
- Collaborate with PR agents representing our commercial and subsidised co-producers to devise shared strategies to promote key co-productions.
- Seek opportunities to position key personnel, creatives and artists in national press to promote the work of Curve (work on and off stages).
- Generate Curve's press assets in collaboration with the PR and Digital Manager.
- Represent Curve at industry events/ press nights.
- Provide support with crisis communications.
- Deliver any other work normally associated with the role of a first class public relations representative.

## **Knowledge/ Experience**

- Significant experience of theatre PR and communications.
- Excellent relationships with contacts from across national press and media.
- Knowledge of regional theatre and the subsidised sector.
- Experience of handling crisis communications.
- Have great knowledge and relationships with key publications and individuals.

We will accept the tender that we consider the most advantageous in terms of the following evaluation criteria.

1. Service delivery, flexibility and support
2. Previous experience and relationship management
3. Knowledge of Curve and the theatre industry
4. Professionalism, trust and confidentiality
5. Value for money

## **Submission, deadlines and selection process**

This brief is being sent out to suppliers on the week commencing 13<sup>th</sup> July 2020. We would like you to prepare an initial proposal on how you would continue to develop and improve our PR positioning and outline how you meet the selection criteria, with a clear breakdown of proposed fees.

**The submission process will run as follows:**

Date	Activity
Week commencing 13 <sup>th</sup> July 2020	Invitation to tender sent to selected recipients
Monday 3 <sup>rd</sup> August 2020	Deadline for initial proposals to be submitted to Curve for consideration
Week commencing 10 <sup>th</sup> August 2020	Interviews will take place via Zoom
Week commencing 17 <sup>th</sup> August 2020	Decision and subsequent conversations

Please send your proposal as a PDF document to Fiona Moore (Press and Digital Manager) at this email address: [f.moore@curvetheatre.co.uk](mailto:f.moore@curvetheatre.co.uk) and Claire Ward (Director of Audiences) at [c.ward@curvetheatre.co.uk](mailto:c.ward@curvetheatre.co.uk)

Please note: all briefs and Curve requirements must be treated in the strictest of confidence.