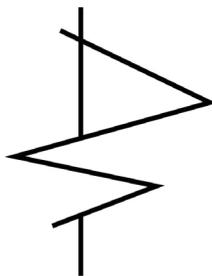




PR FREELANCER

RECRUITMENT PACK



PERFORMING
MEDICINE

ABOUT PERFORMING MEDICINE

Clod Ensemble's [Performing Medicine](#) programme has been providing courses for healthcare professionals for over 15 years. We draw on arts-based approaches and methods to teach skills relevant to clinical practice. We are the sector leader in creative training for healthcare professionals, addressing staff wellbeing, compassionate care, effective communication, leadership and teamwork.

Our work has received the Times Higher Excellence and Innovation Award, has been published in the Lancet, Medical Education and BMJ Medical Humanities, and is cited as an example of best practice in the 2017 report from the [All Party Parliamentary Group on Arts, Health and Wellbeing](#). We have strategic partnerships in place with major Higher Education Institutions and NHS Trusts.

ABOUT CLOD ENSEMBLE

[Clod Ensemble](#) is one of the UK's leading interdisciplinary theatre companies, known for creating visually stunning, aurally complex performances. For over two decades, director Suzy Willson and composer Paul Clark have developed a highly original performance language, creating provocative, finely crafted work, ambitious in scale and concept.

Clod Ensemble is an Arts Council, England National Portfolio Organisation. Clod Ensemble is a company limited by guarantee and a registered charity.



ROLE DESCRIPTION

Contract: Part-time with number of days TBC.

Fee: Fixed fee £2000.

Location: We are currently working remotely due to COVID-19, with regular online meetings.

Responsible to: Executive Director. Supported by Communications Manager on the delivery of communications campaigns

Context:

Performing Medicine is responding to the Covid-19 pandemic by supporting the health sector in the following ways; releasing a suite of digital resources, holding online classes and coaching as well as curating a programme of support and workshops for staff at respite centres. As a leader in the arts and healthcare sector we are keen able to support healthcare professionals through the creation of these tools which are relevant, timely and practical and which also have a life after the pandemic. Press coverage will be key in enabling us to support more people during this time, by ensuring our work and resources have impact and reach.

More generally, this is also an opportunity to position Performing Medicine as a leader in the sector, after a rich period of growth and development.

We are creating digital resources at the request of our colleagues in the NHS. Live projects include:

Digital resources

Coping with PPE

Performers and creatives from the film and theatre industry share top tips for healthcare professionals wearing PPE for prolonged periods of time.

This shareable digital resource can be seen [here](#).

Recovery Room

A digital resource outlining mindfulness and breathing exercises designed for healthcare professionals with limited space and spare time.

Short videos

One minute films made with healthcare professionals for healthcare professionals addressing the challenges staff are experiencing as they adjust to new conditions.

Blog and thought pieces

Opinion pieces from our team, drawing on our knowledge and expertise of the sector

We are looking for a candidate with a strong background in strategic communications and PR within the healthcare sector. They would ideally have good understanding of the ways that the arts can contribute meaningfully and strategically to the development of the healthcare sector.

PRESS CAMPAIGN OBJECTIVES

- Release and dissemination of our digital suite of resources (outlined below)
- Position Performing Medicine as a sector leader in arts in healthcare, highlighting the support we are offering in the current moment.
- Position our Artistic Director, Suzy Willson as a powerful advocate of the role that the arts can play in healthcare. Generate credible spokesperson opportunities, building on her existing profile and demonstrating thought leadership
- Encourage intelligent engagement with Performing Medicine's practice and highlight our research-based practice, seeking opportunities for dissemination of evaluations and research e.g. publications and conferences

- Support our development activities through the campaign by building new partnerships which will help create interest, and increase sales
- Increase our national and international network of key press allies within the healthcare, science, arts and mainstream press and make introductions which will benefit Performing Medicine in the long term

KEY PRESS TARGETS (for example)

Healthcare & Science – Nature, The Conversation

Academic – The Lancet, BMJ

Arts Sector & Theatre– Arts Professional, The Stage

News – BBC, Guardian, Telegraph, Independent

Radio – BBC Radio 4, Womens Hour

Professional bodies – Medical Royal Collages

Healthcare bloggers/commentators - Dr Mark Porter, Dr Margaret McCartney, Dr Mike Fitzpatrick

Local media dependent on project

EDITORIAL PLACEMENT

We would like our PR to work creatively and proactively with us to identify stories and develop feature ideas for all relevant sectors of press on the agreed target list.

We imagine the editorial placement would be a mixture of:

- Features covering the digital resources and work of PM including coverage in healthcare worker specific media
- Comment, profiles interviews with Performing Medicine Director Suzy Willson
- Opinion pieces
- General, profile-building about our work and research within arts and health sector

HOW TO APPLY

Please prepare:

- your CV (max 2 pages)
- a short personal statement detailing your suitability for the role
- a completed [Equal Opportunities Monitoring Form](#).

Please send these to recruitment@clodensemble.com. The deadline for applications is 29th May. Interviews will be held via Zoom week beginning 8th June.

If you would like to have a confidential conversation about the role, please contact Performing Medicine's Executive Director, Jo McLean on jo@performingmedicine.com or 07778993377.

Clod Ensemble is committed to being an Equal Opportunities Employer and actively encourages applications from individuals with a variety of backgrounds, experience and perspectives.