



ROYAL OPERA HOUSE

JOB DESCRIPTION

Title: Press Assistant

Reports to: Head of Communications

Main purpose of the job

To provide an effective support service to the Communications team, particularly the Opera and Ballet Press teams in a number of key areas:

- Supporting the communications office systems and processes for distribution of press releases, and monitoring press coverage
- The allocation of press tickets, and all aspects of servicing these requests
- Supporting the press teams with liaising with press and media for publicity and press campaigns
- Dealing with enquiries to the communications office and general administration

To support the culture of continuous improvement at the Royal Opera House

Main Responsibilities

Working to the priorities set by the Head of Communications:

Press Monitoring

- Complete logging of daily coverage and scanning, distributing and storing of press cuttings for campaigns, in conjunction with the Communications Coordinator
- Distribute and manage daily cuttings email to staff
- Distribute press releases ensuring effective planning to ensure that no more than one unique release goes out per day
- Ensure all reviews publish in a timely manner and distribute reviews to key staff across the building following press nights
- Maintain the press office media database, monitoring folders and filing systems, in conjunction with the Communications Coordinator

Press Tickets / Press Liaison

- Draft and distribute invitations to press nights, working to agreed priorities
- Administer the daily allocation of press seats, using the department database and the Tessitura booking system, and following all department procedures, including for checking and accuracy

- Respond efficiently to requests for press tickets, in line with department procedures
- Manage and maintain media lists for the department as a whole (including public affairs and stakeholder contacts) ensuring the database is up to date at all times and managed in line with GDPR legislation
- Assist in establishing an effective, analytics-based system to ensure the right and most impactful critics, media outlets and cultural commentators have access to press tickets
- Undertake duties on press nights:
 - Administer press night tickets
 - Assist opera and ballet publicists on press nights, with greeting critics and distributing tickets and programmes, and hosting press drinks
- Assist the press teams with setting up interviews, filming or photo shoots, meeting journalists, photographers, broadcasters, film crews
- Follow all department guidelines regarding use of personal data and personal contact details
- Create, share and distribute weekly listings for performances, cinema activity, front of house events and wider Royal Opera House activity

Publicity materials

- Develop a strong skillset in working with images, share images with press in a timely manner to meet their deadlines
- Develop a good understanding of processes and requirements for approvals of images and follow all department protocols
- Provide materials (photos, biographies, etc.) in response to authorised requests internally as required

Office Administration

- Deal with enquiries from the press, general public and building-wide staff quickly, courteously and efficiently, passing on queries to publicists as appropriate
- Service the administrative and needs of the Communications Team, supporting the Communications Coordinator and assisting opera and ballet publicists as necessary
- Support the communications team with event management and preparation, including managing invitation lists and preparing press packs and materials for attendees
- Act as the internal point of contact for the communications team as a whole, fielding requests and responding to internal enquiries efficiently

Continuous Improvement

- Play an active role in the team, contributing to the efficient running of department operations
- Contribute to a culture of innovation and continuous improvement
- Manage own learning and continuous professional development relevant to the role; undertake any training if needed
- Promote and foster a culture of information sharing, collaborative working and team working

PERSON SPECIFICATION

Essential Knowledge/Skills and Experience

Press and Media and the Performing Arts

- Some understanding and experience of working in a busy Press Office
- Understanding of the working methods of the media and interest in learning more
- Ability to learn more about the needs and working methods of artists and theatre personnel
- Ability to get up to speed with specialised subject-matter related to opera and ballet and to become operational in a short space of time

Workload Coordination Skills

- Strong communication skills and high standard of written/verbal English including good proof-reading skills
- Highly proficient Microsoft Office user, with basic skills in current digital imaging processes and good aptitude for learning new applications
- Strong organisational and time management skills, able to work on own initiative, with ability to prioritise and meet deadlines
- Ability to work accurately and consistently under pressure, with accurate typing and data inputting skills
- Ability to collate data accurately and to required standards
- Able to work to a brief and present information in a clear and concise manner
- Attention to detail and commitment to delivering a high standard of work

People Skills

- Ability to deal with a wide range of people and the media confidently, courteously and discreetly at all levels
- Ability to maintain a range of working relationships effectively
- Good communication skills with a professional and confident manner
- Consistent high level of customer care and responsiveness
- Ability to work effectively within a team

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous professional development relevant to the role
- A genuine interest in developing skills and experience in press and media work

Job Requirements

- Flexibility to be available for evening work and weekends as required, to attend meetings and corporate entertainment at the ROH
- Flexibility to undertake local or regional travel as required

Note: This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.

