

## JOB DESCRIPTION

**Role / Title:** Communications and Digital Manager, Royal Opera House Bridge

**Reports to:** Senior Strategy Manager - ROH Bridge

**Manages:** Administration Co-ordinator

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### **Royal Opera House Bridge:**

Royal Opera House Bridge (ROH Bridge) aspires for every child and young person to have the opportunity to experience the richness of the arts, museums and libraries. To achieve our aim we believe that a high quality local cultural offer is essential.

ROH Bridge acts as a broker to galvanize and facilitate the building of sustainable cultural education partnerships across Essex, Hertfordshire, Bedfordshire, Luton and the Thames Gateway. We co-invest in strategic activity that helps build a sustainable infrastructure for cultural learning. Our work responds to the Arts Council's "Cultural Education Challenge". We measure our success through the increased number of children and young people who are engaging with creative and cultural learning experiences both in and out of school.

### **Overall Purpose of the Job**

The post is responsible for the delivery of the Royal Opera House Bridge's communication and advocacy activity, promoting the value of creative and cultural learning across our region and keeping ROH Bridge abreast of all relevant policy and development opportunities as they arise. The Communications and Digital Manager will strengthen local infrastructure through the use of online resources, social media and printed media. All ROH Bridge managers are active in the development of our planned regional activity. The role will work in partnership with Regional Programme Managers and School Engagement Managers.

### **Key Accountabilities**

#### *Communications, Relationships and Advocacy*

- Identify key stakeholders, developing relevant messages and the most appropriate means of communication to further ROH Bridge aims. This will involve both direct communication activity and collaboration with colleagues within the ROH Audiences and Media teams.
- Promote and safeguard the ROH Bridge brand, ensuring communications activity is in line with ROH principles and values.

- Through effective communications activity, promote the value of cultural learning and support activity intended to help attract new regional investment to children and young people's creative work.
- Manage all aspects of our day to day communications activity including the production of e-bulletins and the use of social media to ensure the effective flow of information and understanding about the work of the Royal Opera House Bridge across the Education and Cultural sectors and the East of England.
- Lead on devising and developing all print and publications, including contributing to internal and composing external newsletters, publicity for events and conferences, briefings, board papers, articles, websites, reviews and reports.
- Ensure the Head of Bridge Programme is consulted on all key messaging and imaging and signs off final drafts of new material.
- Work with the Royal Opera House Communications and Media teams to maximize awareness of Bridge publications, events and PR opportunities as part of the broader Royal Opera House corporate communications strategy.
- Manage the ROH Bridge web presence across all ROH digital platforms taking responsibility for improving and developing the content, with the support of Royal Opera House Digital Media team and complying with the expectations of Arts Council England.
- Research, devise and implement innovative ways of using digital communications to inspire the education and cultural sectors, facilitate professional debate amongst the children and young people's workforce and support partners with their audience development plans.
- Act as an advocate for the value of digital learning in enabling children and young people to engage with culture, wherever they live.
- Play an active role in the network of communications professionals from across all ten Bridge organisations in order to better ensure good practice is effectively disseminated.
- Where ROH Bridge is running events in Covent Garden work with the Administration Co-ordinator to ensure smooth operation of the events and effective communication between Bridge and internal ROH staff.
- Deputize for the Head of ROH Bridge or the Senior Strategy Manager as required, representing the Royal Opera House at relevant conferences and regional and national meetings about ROH Bridge's work.

### *Vision and Strategy*

- Play an active role in consulting with stakeholders, ensuring their perspective informs the development of the ROH Bridge business plans and action plan. Work with colleagues on the design, content, monitoring and implementation of such plans with particular focus on how the communications, digital and advocacy roles can be realised.
- In partnership with the Head of ROH Bridge and the Senior Strategy Manager develop ROH Bridge's research strategy, attending relevant conferences and think tanks to support this work. This will be informed by stakeholder needs and gaps in essential information, and help schools and cultural sector in the region have in their possession accurate, relevant and topical information that will help them make informed decisions about the nature of best practice and the most effective strategies for increasing young people's participation in cultural learning.
- Build our influence through forming relationships with regional and national bodies with convergent objectives.

### *Data and Knowledge Management*

- Ensure the maintenance and update of data and records relating to the work of the Bridge team including working closely with the Administration Co-ordinator to develop and maintain ROH Bridge CRM systems.
- Maintain and update an archive relating to the work developed by ROH Bridge Programme, including a catalogue of education resources.
- Ensure effective and safe handling of data and information in line with the General Data Protection Regulations and internal protocols.
- Monitor and evaluate all communications activity to ensure that this information is used effectively to inform future planning.

### *People management*

- Line manage the Administration Co-ordinator, and ensure that ROH Bridge's event work is delivered to high standards and meets required deadlines.
- Working closely with the Royal Opera House's HR department to take responsibility for the performance management of this individual, including ensuring the provision of appropriate training.

### *Administration, Financial Management and Legal Compliance*

- Ensure that all Communications activities and initiatives are delivered effectively within budget constraints, in line with the Royal Opera House's financial administration and reporting requirements.
- Undertake the necessary administration involved in delivering the 'Influencing' strand of the Bridge Business Plan
- Work closely with colleagues to ensure compliance with all relevant legislative requirements, including health and safety, safeguarding and equal opportunities.

### *General*

- As a member of the Learning and Participation team, play an active role in organisation-wide activities, including attending and supporting Royal Opera House events.
- Play a supportive role in communicating messaging around the Thurrock Trailblazer programme.
- Ensure that Royal Opera House policies and branding guidelines are observed in every area of the department's work.
- Undertake other duties appropriate to the post and in line with the needs of the programme.

This role will be based at the Royal Opera House Production Park in Purfleet, with occasional time spent in Covent Garden and at events in the East region covered by the Royal Opera House Bridge.

## **PERSON SPECIFICATION:**

### *Minimum Skills, Knowledge and Experience:*

- Comprehensive knowledge of the Education sector and current critical issues.
- A developed interest in culture and the arts.
- Excellent written and verbal communication skills, with experience of communicating effectively with a range of stakeholders in a range of settings and media.
- Experience of the creative use of digital media as a communication tool.
- Demonstrable experience of managing the production of print including proven ability to summarise complex information for a range of users, producing strong and influential narratives.
- Demonstrable experience of strategic planning.
- Excellent computer skills (including Microsoft Office, Adobe Creative Cloud, Mailchimp, etc.)
- Experience of managing Customer Relationship Management (CRM) systems

### *Other Essential Skills, Knowledge and Experience:*

- Proven capacity to work under pressure and manage a busy workload with high productivity, ensuring deadlines are met.
- Strong organizational and project management skills.
- Excellent administrative skills.
- A keen sense of accuracy and attention to detail.
- The ability to manage own workload and work without supervision when necessary, taking initiative as appropriate.
- Capacity to work both independently and collaboratively.
- The ability to maintain discretion and confidentiality at all times.
- Commitment to delivering a high standard of work.
- An effective team worker.
- The ability to represent the values of the Royal Opera House Bridge Programme sensitively and appropriately.
- Awareness and understanding of customer care, health and safety, child protection and equal opportunities issues.

*The job is expected to develop over time and the above list of responsibilities is not exhaustive. Other tasks may be required which are in line with the level of responsibility of the role and this job description and the reporting lines are subject to review.*

