



ROYAL OPERA HOUSE

JOB DESCRIPTION

Title: Special Projects Communications Officer

Reports to: Communications Manager

Main purpose of the job

To deliver communications campaigns working across a broad portfolio of special projects including but not limited to:

- The reopening of the ROH
- Learning and Participation events and activities
- The ROH Cinema programme
- World Ballet Day
- Sector-wide and industry initiatives
- Other unique events and activities which support the ROH brand

To support the culture of continuous improvement at the Royal Opera House and enhance the reputation of the Royal Opera House among the public, external stakeholders and within the creative industries.

Main Responsibilities

Working to the priorities set by the Communications Manager:

PR campaigns

- Work across a portfolio of special projects for PR campaigns; the range of projects in the portfolio may be varied as needed
- Develop and maintain an overview of upcoming projects for key internal stakeholders for this portfolio, including Learning and Participation; maintain strong relationships with all internal stakeholders
- Develop an integrated communications plan for each campaign and keep this up to date using the designated tools and systems; provide shared information to the Communications team
- Manage all necessary arrangements internally and externally for the successful accomplishment of all media features

- Build on existing press and PR contacts for these projects and develop the range of contacts including social influencers, ensuring the contacts cover a range of national and international media, press and social influencers
- Develop creative and engaging content and prepare press releases, ensuring materials are suited and relevant to multiple channels including digital
- Deliver communications campaigns to the plan with effective press activity, social media engagement and external awareness raising campaigns
- Work in consultation with the Communications Manager to ensure, as far as possible, that all press coverage is in sympathy with the image and ethos of the Royal Opera House as currently defined

Monitoring and evaluation

- Agree the KPIs for each campaign and ensure measurable KPI's are included in each campaign plan
- Liaise with the social and engagement team, gathering data on press activity and social engagement to contribute to monitoring and evaluation
- Manage an analytics based system to ensure that the right and most impactful critics, media outlets and cultural commentators have access to relevant press information, images, filmed content, audio files and tickets for events and activities in the portfolio
- Work on campaign activity such as disseminating press releases, responding to media enquiries and hosting events
- Uphold the brand values of the ROH across all campaign work and all other aspects of the role, including our work on equality, diversity and inclusion

Continuous Improvement

- Play an active role in the team, contributing to the efficient running of department operations
- Keep in touch with best practice, trends and new technologies or tools relevant to the sector
- 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
- Uphold ROH values and behaviours: Treat each other with **R**espect | Be **O**pen | Value the **H**ighest Standards
- Promote and foster a culture of information sharing, collaborative working and team working

PERSON SPECIFICATION

Essential Knowledge/Skills and Experience

Media and PR Experience

- Experience of working within a busy communications team.
- A track record of identifying, developing, and securing high profile media opportunities which meet strategic objectives
- Experience of creating engaging and inspiring communications campaigns that reach new and existing audiences through a variety of different channels
- Ability to build a rapport and strong relationships with internal and external stakeholders.
- Interest and/or experience working in the charity or public sector
- Experience of cultivating new media contacts

- Experience of developing and implementing multi-channel, integrated communications plans with measurable KPIs
- Experience with developing engaging, creative content for owned digital channels
- Understanding and experience of the requirements and working methods of the media in UK and overseas
- Ability to understand the needs and working methods of artists and theatre personnel

Workload Management Skills

- Strong communication skills and high standard of written/verbal English including good proof-reading skills
- Highly proficient Microsoft Office user, proficient with 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 analytical data and compile reporting 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 with a variety of stakeholders including partner organisations, local and national government, press
- Good communication skills with a professional and confident manner
- Consistent high level of customer care and responsiveness
- Ability to work effectively within a team and lead on projects as required

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

Job Requirements

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

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