



ROYAL OPERA HOUSE

JOB DESCRIPTION

Title: Strategic Planning Business Partner,
Learning and Participation National Programmes (L&P NP)

Reports to: Head of Audience and Content Planning,
Dotted line to Head of National Programmes

Main purpose of the project role:

To scope, define and deliver the strategic plan and marketing strategy for Learning and Participation National Programmes to a set timeline (Nov/Dec 2021)

To define and agree objectives and measures of success for the plan including growth, reach, leverage and brand positioning as well as resource and budget requirements

To develop and maintain excellent working relationships with all stakeholders and partners

To plan for and build in metrics and processes for tracking progress against defined objectives

To support the strategy approval process, with any documentation and presentation requirements; facilitate any tender process required to engage specialist suppliers to execute the recommendations in the plan

To drive continuous improvement and innovation

Main Responsibilities

Working closely with key stakeholders and their teams and to the priorities set to:

Project Brief

- Understand project delivery requirements, timeframes and agree timelines for project phases and deliverables at each stage
- Understand current position and current resources for L&P NP and broad scope for objectives
- Build productive relationships with key stakeholders and their teams
- Develop good overall understanding of current channels and marketing strategy
- Uphold the ROH's aims and policies on diversity and inclusion in all aspects of the role

Strategic Planning Process

- Gather data (internal and external) and undertake any research and analysis

- Scope the key elements in the sector for ROH L&P's ambitions: market size, segmentation, key players, customers and customer needs
- Identify the market opportunity for ROH based on competitor analysis and scope for scaling and growth
- Incorporate overall perspective (eg. SWOT analysis) and realistic measures based on achievable goals
- Develop a strategy and recommend options for activation based on robust data and analysis

Stakeholder Review

- Develop draft strategic plan with defined target groups, opportunity for growth, and options for activation / implementation with resource costs
- Consult with key stakeholders internally including budget holders to refine the draft plan, test and validate assumptions
- Gain stakeholder buy in for the draft strategic plan, key objectives, resource requirements and measures of success
- Devise metrics and robust processes for tracking which can be built in to the implementation plan

Strategic Marketing Communications

- Work closely with Audiences and Media teams to develop a marketing and brand strategy recommendation to reach the target market and deliver against the opportunity identified in the previous phase of work
- Develop a multi-channel strategy, able to reach all customers /all market segments
- Develop a framework and methodology to evaluate the project implementation

Presentation and Approval Process

- Develop materials for and attend all presentation, consultation and review meetings as required
- Take feedback and provide further information and documentation as needed
- Refine data and materials in response to any requirements
- Provide high quality deliverables and deliver presentations as needed
- Deliver all materials, data and analysis at end of project to facilitate a smooth transition to the next stage of the project
- Work with key stakeholders in Audiences and Media to manage the tender process to appoint specialist suppliers as required by the strategy and as approved by the budget holders

Continuous Improvement

- Lead by example as team player in Audiences and Media
- Keep abreast of best practice, trends and new technologies relevant to the sector
- Manage own learning and continuous professional development relevant to the role
- Promote and contribute to a culture of innovation and continuous improvement
- Uphold ROH values and behaviours: Treat each other with **Respect** | Be **Open** | Value the **Highest Standards**
- Promote and foster a culture of information sharing, collaborative working and cross-team working

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

Strategy Experience

- Senior level experience in business strategy and marketing strategy development, working in partnership with clients or senior stakeholders

- Experience and understanding of different business sectors, including not for profit and ability to grasp the key issues and business drivers quickly for new sectors and projects
- Extensive experience of working with research and analytical tools to provide relevant data and analysis and strategic insight
- Ability to deliver high quality analysis based on accurate and validated data and assumptions
- Strong analytical skills, able to assimilate complex data and build scenarios to inform management decision making
- Ability to develop a marketing communications strategy, across multiple channels, able to target different customer segments effectively

Project Management Skills

- Strong experience in managing strategy development projects, working with multiple stakeholders, able to work alone or as a team
- Good track record in delivering accurate, high quality work and outputs to deadlines and to required standards
- Ability to estimate budget and resource requirements, and work within given resources
- Strong report preparation and presentation skills with a high standard of written and verbal English
- Ability to set up project management structures and reporting milestones
- Consistent performance under pressure

Relationship Management Skills

- Outstanding relationship management and business partnering skills and ability to act as ambassador for the role both internally and externally
- Ability to understand the needs of multiple stakeholders and gain a consensus on key priorities
- Ability to take a lead or participatory role in meetings and workshops
- Ability to contribute to a high performing team

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- Commitment to delivering a high-quality service and high standard of work
- Commitment to managing own learning and continuous professional development relevant to the role

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