



ROYAL OPERA HOUSE

JOB DESCRIPTION

Title: **Communications Coordinator**

Reports to: **Head of Communications**

Main purpose of the job

To support the Head of Communications in a number of key areas:

- Day to day administration of the Communications function
- Best practice monitoring, reporting and evaluation of all communications campaigns
- Communicating the success of the Communications team and its campaign coverage to all staff and key stakeholders
- Driving designated campaigns across Retail and Food and Beverage PR, lifestyle, Diversity and Inclusion projects and other activities core to ROH

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

Main Responsibilities

Working to the priorities set by the Head of Communications:

Monitoring and Reporting

- In conjunction with the Communications Assistant, ensure effective logging of daily coverage and scanning, distributing and storing press cuttings in relation to individual press and corporate communications campaigns
- Report on and analyse the effectiveness and impact of press campaigns against agreed targets, in conjunction with the Head of Communications and individual campaign publicists
- Maintain the press office media database, monitoring folders and filing systems – supported by the Communications Assistant

Delivering PR Campaigns

- Publicise ROH retail and lifestyle projects as agreed with the Head of Communications
- Support the PR delivery of events and digital projects, in line with the communications team's priorities

- Support the delivery of core PR campaigns via effective press activity, social media engagement and external awareness raising campaigns

Campaign Support

- Liaise with the social and engagement team, gathering data on press activity and social engagement to contribute to monitoring and evaluation.
- Support the press and communications leads 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

Communications Team Administration

- Deal with enquiries from the press, general public and building-wide staff quickly, courteously and efficiently, passing on queries to publicists or the Head of Communications as appropriate
- Code and process invoices across the opera and ballet teams and liaising with the Head of Communications on sign off and cross department expenditure
- Service the administrative needs of the press office functions and assisting publicists as necessary
- Coordinate team meetings and publish the agenda or notes as needed
- Keep effective lines of communication open with other members of the Audiences and Media team, and with all other departments across the Royal Opera House.

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 and contribute to our goals in diversity and inclusion
- 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 in a busy Press Office, with exposure to a network of contacts across all media, preferably culture, retail and lifestyle
- Experience working in lifestyle and experiential PR and preferably, with a focus on retail and food and beverage PR
- Ability to support activities for a campaign strategy, with copy writing and preparing campaign materials
- 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 Coordination 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
- 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
- A genuine interest in developing a career in media relations

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 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.