



ROYAL
OPERA
HOUSE

JOB DESCRIPTION

Title: Creative Head of A&M

Reports to: Director of Audiences and Media

Responsible for: ROH Studios Creative team

Summary

The Royal Opera House (ROH) is one of the world's most celebrated theatres and the home of The Royal Ballet, The Royal Opera and The Orchestra of the Royal Opera House. Home to over 1000 Artists and Staff in the heart of Covent Garden, our mission is to increase public enjoyment and appreciation of exceptional opera and ballet.

The Royal Opera House's Audiences and Media Department consists of around 80 talented individuals and plays a vital role in the success of the Royal Opera House, telling the story of the organisation and encouraging people to engage with us – whether by attending a performance, seeing a live screening at the cinema, streaming a performance online, or coming in to enjoy the shop, bars, and restaurants in our iconic Covent Garden building.

The Audiences and Media Department consists of five teams straddling all marketing and communications disciplines. The teams are Comms and External Affairs; Marketing and Sales; ROH Studios Creative team; Production and Delivery (responsible for managing the output of the ROH Studios Creative team) and the Digital Product and Analytics team.

In this key role as **Creative Head of A&M** you will be responsible for leading the in-house ROH Studios team, a creative collective of 25 people who are finding new and exciting ways to help deliver the ROH's mission using long and short form audio-visual content (cinema, broadcast and ROH Stream), multi-channel marketing campaigns and high quality digital, social and printed editorial material.

Main purpose of the job

To lead the creative process, delivering big ideas that engage a broad and diverse audience. In this role you will:

- Be a key player in the A&M Leadership team (of 5 people), setting unifying goals and promoting a culture that emphasizes trust, cooperation, and collective success

- Proactively develop a creative vision, influenced by our mission and brand, that translates into creative briefs to inspire the creative teams within ROH Studios
- Champion high-level storytelling and craft
- Ensure the ROH creative teams deliver best-in-class long and short form audio visual content (cinema, broadcast and ROH Stream), multi-channel marketing campaigns and high quality digital and printed editorial materials that meet brand and commercial goals
- Own and strengthen internal client relationships with the performing companies (The Royal Ballet; The Royal Opera Company) and all other departments
- Partner with our internal delivery team to deliver high quality assets, on time and on budget
- Spot and help the creatives ideate against rising social and audience behavioral trends
- Nurture a diverse department of creatives (25) across all disciplines (film direction, film production, design, image, short-form audio visual, editorial content and social)
- Support them to identify growth areas and opportunities

Main Responsibilities

Management of ROH Studio

- Lead a young and talented multi-discipline creative department
- Act as the creative voice ensuring the ROH brand and its creative articulation is coherent and compelling in all our materials
- Work in partnership with the Head of ROH Delivery to manage the profit and losses, operations and management of the creative teams, ensuring outputs are delivered on time and on budget
- Oversee the development of brand guidelines that underpin our creative work

Relationship Management

- Ensure effective relationship management across key internal stakeholders, and regular communication on project priorities and work in progress, including: The 2 ROH Artistic Directors and Visiting Directors, The Head of ROH Production & Delivery team
- Develop excellent working relationships with other departments outside of A&M, to understand their creative priorities (Development & Enterprise; Learning and Participation; Visitor Experience; Artistic Companies; Finance)
- Ensure effective relationship management across all stakeholders, and regular communication on project priorities and work in progress

Team Leadership

- Provide direction and leadership to the ROH Studios team and allocate resources according to agreed priorities
- Promote and foster a culture of high-performance learning and service excellence
- Promote and foster a culture of creative excellence, information sharing, collaborative working and cross-team working
- Be responsible for appraisals, recruiting, retention and overall good health of the teams

Continuous Improvement

- Keep abreast of developments, trends and best practice in the Arts sector

- Contribute to a culture of innovation and continuous improvement
- Promote and foster a culture of information sharing, collaborative working and cross-team working
- Manage own learning and continuous professional development relevant to the role

Key Performance Indicators

- Ensure creative output delivers against key KPIs including improvements in brand; delivery of a creative vision that drives commercial outcomes; effective team utilisation; budget management and positive creative team sentiment
- Successful relationship management with internal client groups and stakeholders
- Effective leadership and development of creative and highly skilled teams and retention of key staff
- Lead a culture of excellence in creativity, information sharing, collaborative team working and service excellence across all team members

PERSON SPECIFICATION

Essential Skills, Knowledge and Experience:

- Significant experience as a creative director with a proven track record of overseeing content and creative production in a broadcasting, film production, creative agency, internal creative studio or design environment, working with leading brands
- Demonstrable experience in developing and articulating an ambitious creative vision and turning this into creative briefs for a large multi-discipline team of creatives
- Leadership of a large multi-discipline creative team (25 plus) that meets budget, timelines and commercial outcomes
- Have a deep knowledge of the art form already or have a passion to learn about it
- A visionary leader and change agent with endless optimism
- Demonstrable experience creating ideas that engage audiences
- A positive, solutions-focused and collaborative mindset
- An ability to inspire, influence and motivate others
- Willingness to get your hands dirty; is not afraid to get stuck-in and gives clear direction which matches resources to ambition
- Leads by example
- Can build teams and resource projects
- A good understanding of the current digital and marketing outputs of the Royal Opera House

Relationship Management

- Credibility and influence as an ambassador for the Royal Opera House internally and externally, able to operate effectively at all levels
- Excellent relationship management and development skills
- Ability to work collaboratively and encourage a collaborative working style across multi-disciplinary teams
- Strong leadership skills with the ability to engage others and meet objectives through a team

Talent Management

- A track record of effective talent management and development
- Ability to lead and inspire creative and highly skilled teams to deliver outstanding work
- Ability to set objectives and allocate workload and resources effectively for direct reports and their teams
- Ability to instill a strong team ethic and support the team and their needs when 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

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