



ROYAL  
OPERA  
HOUSE

## **JOB DESCRIPTION**

<b>Title:</b>	<b>Head of Communications and External Affairs</b>
<b>Reports to:</b>	<b>Director of Audiences and Media</b>
<b>Responsible for:</b>	<b>Communications team: (ballet, opera, special projects, corporate public relations and external affairs)</b>

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### **Main purpose of the job**

The Royal Opera House (ROH) is among the world's most celebrated arts institutions and home to two world class performing companies – The Royal Ballet and The Royal Opera, supported by the equally renowned Orchestra of the Royal Opera House.

We work with leading creative teams and performers from around the world to tell stories from the great works of the past to new commissions, reflecting contemporary culture and concerns. Our theatres are in London, yet our work and exceptional educational programmes are accessed and experienced globally via touring partnerships, cinema, radio, TV, streaming and online.

The ROH inspires strong brand advocates from among the many people who interact with us and benefit from experiencing our art forms. We have ambitions to scale this approach globally, encouraging talent, artists, school children, teachers, audiences, and members to share their experiences as widely as possible, driving our corporate and public sector agenda by affirming the ROH's contribution to UK plc and bolstering the case for philanthropy and funding.

Our Communications and External Affairs Team is core to the delivery of this strategy, and we are looking for a leader to oversee these efforts. The successful applicant will be responsible for:

- Helping unlock the stories that will scale brand advocates and advocacy for the ROH across multiple platforms and channels, particularly those that effect our corporate communications, government, and public sector agenda
- Publicise our multiplatform artistic programme, our award-winning learning and participation activity and other income generating activities including retail, restaurants, membership, corporate fundraising and media and brand partnerships

- Proactively represent our brand stories to the media, broadcasters, content providers and partners to further scale our efforts
- Proactively manage and react to issues as they arise

## **Main Responsibilities**

The role is a pivotal one within the organisation and the candidate will be expected to work closely with senior stakeholders in a management advisory capacity including the Chief Executive, Chief Commercial Officer, Director of Development and Enterprises and Director of Learning and Participation.

They will lead and direct the team of communications professionals to deliver the following services:

### *Reputation Management*

- Manage the reputation of the Royal Opera House, growing and nurturing a substantial body of positive advocates, old and new, in all media, who will amplify and support the organisation and its aims to others
- Lead the communications messaging and manage the organisation's reputation regarding its place in society on matters such as public funding, financial stability, access, Corporate Social Responsibility, community engagement and as an employer
- Deliver a highly responsive service in matters of crisis management taking the lead on crisis communications, under the direction of the 'gold' team

### *Media Office*

- Ensure the ROH is always available, responsive, on message and proactive in handling incoming and outgoing media enquiries
- Develop plans to increase our usage of social media and digital tools within the core press office service

### *Publicity*

- Deliver publicity plans for the live artistic programme on stage, cinemas and screens, amplifying the key messages and correct positioning for each production (in line with our advocacy strategy), and that publicity and press activities are targeted to drive audience attendance so that ticket sales are maximised
- Manage the relationships with press and media contacts, broadening and diversifying the pool of contacts and delivering a regular programme of cultivation events, launches and entertainments that ensure their continued support and advocacy
- Manage the interface with Artists for approved corporate media, film, broadcast, marketing or press activity, chaperoning external film teams as required, ensuring filming protocols are observed correctly
- Proactively come up with ideas and stories of all scale and size and share with the media, broadcasters, content providers and partners to further scale our efforts

### *Social Media*

- Work in partnership with the social media team to effectively utilise the channel to promote the objectives of the ROH

### *Corporate Communications*

- Establish the key corporate messages for the organisation and deliver corresponding tone and style of communication as suited to the audience or medium, working within the overall ROH tone guidelines.

- Ensure that all internal stakeholders and all communications activities are communicating these messages consistently, woven throughout all communications
- Manage the varying communication requirements of brand and sponsorship partnerships
- Effect the public affairs for the organisation, servicing relationships with government bodies, major funders, and other key stakeholders, particularly DCMS, MPs and the sector
- Contribute to the creation of the Annual Review and report
- Deliver a range of services in corporate communications, including press releases and general announcements
- Manage supplier relationships and external services for any outsourced work as required
- Plan and execute strategies for leveraging opportunities in relation to corporate partners, corporate patrons and individual philanthropists as required

#### *External Affairs*

- Activate key corporate communications strategies, providing a vital role that works with teams across the organisation to tell essential stories to wide ranging corporate and political stakeholders. Work closely with stakeholders across the political landscape both domestically and internationally and will support the delivery of high-profile communications strategies targeting key government departments.
- Advocate and promote the core work of the Royal Opera House

#### *People Leadership*

- Manage and develop all direct reports to ensure effective objective setting, performance management and skill development
- Support the work of the communications team leaders and their reports to enable the continued development of all team members
- Support a culture of high performance across the team
- Delegate effectively to ensure team members have good development opportunities and understand the context, role and outcomes for their work

#### *Continuous Improvement*

- Contribute to and promote a culture of innovation and continuous improvement within the team overall
- Keep in touch with best practice, news and innovations as relevant to the role
- Manage own learning and continuous professional development relevant to the role
- Support a culture of information sharing, collaborative working and team working
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## **PERSON SPECIFICATION**

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

#### *Communications Management*

- A proven track record of working at a senior level across a range of Communications services, with experience of managing a high level of service

- A proven track record in brand management and reputation management, in order to sustain the reputation of the Royal Opera House at the forefront of the sector
- A good understanding and experience of integrated media and communications, including digital channels and techniques
- Ability to think strategically, innovatively, and critically about communication and to distil communication strategies and priorities to non-communication professionals.

#### *Project Management Skills*

- Experience of working successfully to strategic priorities and operational needs
- Excellent planning and project management skills with ability to prioritise and meet demanding deadlines
- Ability to work towards objectives set including budget and resource management
- Ability to set objectives and allocate workload and resources effectively for direct reports and their teams
- Experience of working with suppliers, partners and ensuring a consistent high level of service

#### *Relationship Management Skills*

- Credibility and influence as an ambassador for the Royal Opera House internally and externally, able to operate effectively at all levels
- Ability to build and develop a portfolio of external contacts and advocates according to given priorities
- Ability to work collaboratively and encourage a collaborative working style across multi-disciplinary teams.

#### *Team Leadership*

- A track record of effective management and development of highly skilled and talented teams
- Experience of promoting and developing a collaborative working style across multi-disciplinary teams
- Calm under pressure and able to delegate effectively and lead through challenging, time sensitive situations.
- Ability to lead and inspire high performing teams to deliver outstanding work

#### *Continuous Improvement*

- Ability to work to and support a culture of continuous improvement
- The ability to assimilate new information, and develop new skills or hone existing skills, to be able to deliver work to a high standard
- Commitment to managing own learning and continuous professional development relevant to the role
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.

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

