



ROYAL
OPERA
HOUSE

JOB DESCRIPTION

Title: Senior Public Affairs & Communications Manager

Reports to: Head of Communications and External Affairs

Main Purpose of the Job

- To lead on and execute the Royal Opera House's public affairs and advocacy strategy.
- To cultivate and develop key relationships across national and local government, industry figures and other partner organisations to secure funding and drive forward ROH-wide strategic aims.
- To formulate, lead and implement integrated corporate communications and PR campaigns which enhance reputation and drive forward strategic aims and to positively raise ROH's reputation and profile, to build and maximise audiences and sales.
- Build relationships with key opinion formers, journalists and influencers.
- To lead on crisis communications management including the formulating of reactive press handling plans, management of senior internal and external stakeholders, and mitigating reputational damage.
- Line management of Advocacy and External Affairs Officer and Learning Communications Officer.
- To manage relationships effectively and contribute to collaborative working with clients, stakeholders and other ROH departments.
- Work on PR & Communication specific ad hoc projects.

Main Responsibilities

Public Affairs and Advocacy

- Leading a team to deliver the organisation's public affairs and advocacy strategy- formulating and delivering integrated campaigns which drive forward organisational priorities and objectives- ultimately with the aim of securing the financial future of the ROH.
- Cultivating new contacts across ministerial, civil service, parliamentary, local government, industry and other areas to meet this strategic aim.
- Overseeing events and engagement moments which identify the strategic aims, the people to engage, and the most effective way of achieving those aims.

- Remaining abreast of political developments and respond as necessary to changing circumstances, ensuring the buy-in of key senior internal stakeholders.
- Take a leading role in the industry to identify shared objectives and execute joint campaigns to achieve them.
- Lead organisation-wide drive to change working practices and change management in line with new advocacy and public affairs strategy.

Corporate Communications

- Lead on communications campaigns to enhance the ROH's reputation- including but not limited to promotion of its work in schools and communities up and down the UK; EDI initiatives; in-house learning and participation activities; creative partnerships; talent pipeline initiatives, etc.
- Leading your team to ensure an integrated communications and public affairs output with aligned objectives.
- Building the public profile of key internal figures on the executive team and on the Board of Trustees to drive forward ROH strategic objectives.
- Leading communications on key landmark moments including Season Launches- setting key messages, placing interviews, briefing speakers, and arranging press conferences.
- Ensure the communication aligns to Equality, Diversity and Inclusion agenda of ROH.

Crisis Communications

- Horizon scanning to identify reputational risks and put in place measures to mitigate against these risks in liaison with senior internal stakeholders across the artistic companies, operations and the CEO's office.
- Managing journalists and responding to reactive crisis communications issues as they arise- managing senior stakeholders including Chair and CEO; drafting organisation-wide responses and developing crisis comms strategies to protect and enhance ROH reputation thereby managing the PR aspect of a potential crisis/reputational risk situation.

Editorial Ideas and Content

- Contribute content as required for the Annual Report, and any other materials used to position the organisation, its achievements and key messages.
- Maintain an overview of communications across the whole organisation to ensure consistent tone and messages in line with strategic objectives.

Relationship Management

- Work collaboratively with all external clients and stakeholders in order to service relationships and joint objectives.
- Work effectively and collaboratively with team colleagues across CEO office, Operations, Learning and Participation, the Artistic Companies and beyond to ensure buy-in and support for key organisation-wide strategic objectives.
- Work collaboratively with Audience and Media team to ensure all Press and PR activity fits into the ROH brand and tone of voice and evaluating this on an ongoing basis.

PERSON SPECIFICATION

Essential Knowledge/Skills and Experience

Press, Public and Government Relations

- Proven track record of working at a senior level in press and communications and/or government relations.
- A range of contacts with local, national and international press and media
- Management of senior internal stakeholders.
- Awareness of and ability to keep up to date with developments in public affairs space and the theatre, music, education, skills training, apprenticeship and regeneration sectors.
- Experience of liaising with key stakeholders including national and local government, funding bodies and supporters.
- Experience of managing crisis communications issues in a busy environment
- Outstanding written and verbal communication skills, honed in relation to media and/or public affairs work, particularly:
 - o Developing a campaign strategy
 - o Writing copy and preparing campaign materials
 - o Presentations and delivering briefings

Project Management Skills

- Excellent planning and project management skills with ability to prioritise and work to tight deadlines.
- Ability to grasp key issues quickly and, when necessary, to deal effectively with complex situations at short notice.
- Ability to work to defined budgets and resources.

People Skills

- Ability to take on an ambassador role in representing the ROH and its interests and priorities.
- Strong leadership skills and experience of leading your team to deliver strategic goals.
- Ability to deal effectively with a wide range of people and multi-disciplinary teams in a busy working environment.
- Strong networking skills and ability to build and nurture contacts.
- Outstanding relationship management skills and ability to understand customer needs and manage expectations to ensure customer satisfaction.

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 development relevant to the role.
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.

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

