



# ROYAL OPERA HOUSE

## **JOB DESCRIPTION**

**Job Title:** **Artist Brand Liaison Manager, The Royal Ballet**

**Reports to:** Business Director, Commercial team

**Works closely:** Executive of The Royal Ballet

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### **Context**

Under the directorship of Kevin O'Hare, the Royal Ballet unites tradition and innovation in world-class performances at our Covent Garden home. The Company's extensive repertory embraces 19th-century classics, the singular legacy of works by Founder Choreographer Frederick Ashton and Principal Choreographer Kenneth MacMillan and a compelling new canon by Resident Choreographer Wayne McGregor and Artistic Associate Christopher Wheeldon.

The Royal Ballet is committed to enriching people's lives through ballet and is currently evolving its brand and purpose in conjunction with creating a new platform for commercial partnerships. Together with the increasing popularity of dance in general and The Royal Ballet in particular, it is expected that commercial activities involving the Artists will increase in scale and regularity as the Royal Ballet's profile continues to grow.

To manage this expected growth and help develop and administer best practice in this area, The Royal Ballet has created this new role, with the responsibilities listed below. The role will require excellent communication and relationship-building skills, together with a strong organisation and logistics focus and a background or previous experience which demonstrates an understanding of how artists/performing talent (sport, entertainment, arts) can generate commercial value for their employer or the organisations they work for, via personal appearances, use of IP, content generation etc.

The Royal Ballet is committed to evolving its commercial relationship with its artists to bring mutual benefit to the individual dancers and the organisation as whole by significantly increasing revenues from commercial sponsorship.

The guiding principles of our new approach are:

- Providing clarity for both the ROH and individual Dancers in terms of their obligations to their employer (and the ROH's sponsors and partners), and the 'rules of engagement' for personal commercial deals

- Ensuring the Artists' individual image rights and IP are protected in any activity undertaken by ROH (and its sponsors)
- Ensuring that the ROH/Royal Ballet are protected from potential infringement of our own IP/rights, and that of our Partners, by individual Dancer/s personal commercial activities
- Exploring mechanisms to generate additional income both for the Royal Ballet Dancer community as a whole
- Leading the way in the dance sector by applying commercial principles already well established across the sports world.

### **Main Purpose of the Job**

The purpose of the role is to manage brand liaison for The Royal Ballet, developing and managing commercial sponsorship models which will bring mutual benefit to both the ROH/Royal Ballet and the individual Artist.

The Artist Brand Liaison Manager will work in close partnership with the Business Director and Commercial team, Royal Ballet leadership and the Artists of The Royal Ballet.

### **Key Accountabilities**

#### *Artist Relationship Management*

- Day-to-day liaison between the Artists and the Executive of The Royal Ballet and Commercial team with respect to ROH initiated commercial projects and personal appearances for commercial purposes
- Commercial deals: working with ROH commercial team/nominated executives to negotiate and agree Artist related elements within commercial deals, liaising with Royal Ballet with respect to selection and availability of Artists, nature of appearances/requirements and amount of time required, and agreeing payments to Artists according to pre-agreed rate card guidelines
- Managing commercial appearances, liaising with respective artists and providing the primary interface with the commercial entity/sponsor
- Ensuring client lead in ROH commercial team is kept up to date on projects and deliverables including approvals of any sponsor produced content, imagery and materials featuring images/ IP of Artists
- Developing best practice, working with the Artists and Executive to develop professional ways of working in respect of selection of Artists for appearances, rotation of Artists for appearances, and incorporating wider sport and entertainment industry learnings to the benefit of all stakeholders.
- Working with Artists and Executives to agree guidelines for personal commercial activities of Artists, to ensure Artists can commit to personal commercial work with certainty and ensure ROH sponsors/ROH itself is protected from infringement or unauthorised use of its IP.
- Maintain a register of activities, providing and obtaining permissions, trouble-shooting and reporting upwards as necessary

- Provide a brand liaison induction for new RB Artists and Company members.

#### *In-house artist specialist*

- Provide guidance to Artists in relation to their personal commercial activities, in terms of ensuring that they comply with guidelines and securing approval/s if required from Business Director /R0yal Ballet Executive
- Advise Artists on the 'rules of engagement' for brand management and the process required for approvals for their own commercial activities
- Act as a sounding board for the Royal Ballet artists to assist them to develop their own commercial activities.

#### *Financial and legal*

- Contractual negotiations on behalf of artists for personal appearances and terms/ releases attached to commercial partnerships
- Identify and develop mechanisms to generate additional income for the Royal Ballet Dancer community as a whole

#### *Management Advisory*

- Support the Business Director in the formation of policies and systems
- Monitor and control any other relevant budgets in discussion with the Business Director
- Ensure compliance with ROH policy and practice for all contractual and employment matters, including collective agreements
- Work to support a culture and process of continuous improvement
- Act as an ambassador for The Royal Ballet and the ROH internally and externally as required
- Identify and develop supporting relationships internally and externally to further ROH/ The Royal Ballet's aims and objectives
- Manage designated projects as required by the Business Director.

## PERSON SPECIFICATION

### Essential Knowledge, Skills and Experience

#### *Brand Management*

- A proven track record of commercial brand management
- Extensive experience in artist relationship management
- Demonstrable commercial 'nous' with proven experience of closing deals

#### *People Skills*

- Credibility and influence as an ambassador both internally and externally, able to operate effectively at all levels
- Excellent people and relationship management skills
- Strong negotiation skills, able to meet objectives
- Ability to support a high performance culture and team ethic
- Effective performance management and resource management skills

#### *Desirable experience*

- An understanding of the dance sector is desirable but not essential

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

