



JOB DESCRIPTION

Role/Title: Senior Manager, Content Licensing and Revenue

Reports to: Chief Commercial Officer (tbc)

OVERALL PURPOSE OF THE JOB

The Royal Ballet and Opera (RBO) continues to lead the way in opera, ballet, music and dance both live on stage and through multiple digital platforms, from streaming to cinema globally. The work of our Audiences and Commercial teams focusses on growing the passion, advocacy and demand for the art forms presented by the Royal Ballet and Opera, so that we can increase our audience-generated revenues.

The Senior Manager, Content Licensing and Revenue will play a pivotal role in shaping and growing RBO's revenues from content; such as films of our staged productions, audio recordings and imagery. Reporting directly to the CCO (tbc), this role is responsible for driving secondary revenue growth from our live productions, as well as reaching new audiences, throughout the UK and globally.

Key Accountabilities

The main accountabilities of the role are to develop and deliver the following:

- Clarifying our strategy for Cinema and Stream to grow profitable revenues and to inform our content capture, production and distribution efforts
- Driving innovation in our Content IP to generate new income from both existing and new content, as a key strand of Audiences & Commercial revenues
- Working with new and existing third parties to create and distribute our content for profitable return – ensuring our contractual arrangements are clear and delivering for the RBO
- Work with teams across RBO, including Production & Broadcast, Marketing and the Artistic Companies to deliver a programme of content across each season
- Plan well in advance of future seasons, so that all opportunities for secondary content revenues are maximised

- Deliver measurable value for audiences, globally, that don't have the opportunity to see our shows live in London
- Uphold the world class artistic values of our staged productions

PERSON SPECIFICATION

Successful candidates for this role will demonstrate evidence of the following skills, experience and abilities:

- strong understanding of the digital space and the opportunities it creates, with substantial multimedia experience and evidence of delivering innovative digital initiatives;
- proven achievement in the creation and implementation of successful marketing, communications and engagement strategies that have increased revenue streams and organisational reach;
- proven track record of setting strategies and ability to handle abstract and complex problems, with a passion for creative problem-solving;
- ability to deliver change in a complex organisation;
- ability to establish professional credibility quickly with colleagues, and to interact effectively with staff at all levels and across all functions to contribute to the strategic direction of the organisation;
- experience of managing and monitoring a wide spectrum of stakeholders, their differing relationships with the organisation and perspectives on it;
- experience of working in a customer facing enterprise;
- superior leadership and management skills which have been developed at both strategic and operational levels, including effective management of a large team of talented, multi-disciplinary professional staff;
- strong commercial acumen with honed negotiation and financial skills and experience of managing and controlling budgets and resources in a challenging financial climate;
- an adaptable, collaborative and persuasive leadership style and approach that will inspire the trust and commitment of others, with strong communication, negotiation and influencing skills;
- good organisational and project management skills, and ability to balance competing pressures, deadlines and demands;
- a demonstrable commitment to the principles of diversity and inclusion and their practical application and integration in the work environment;

- a clear passion for the RBO's commitment to enrich people's lives and promote the wider interests of cultural learning, ballet, dance, opera, music and the arts in general, as a resource for the nation.

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

