



JOB DESCRIPTION

Role/Title: Head of Creative
Reports to: Chief Commercial Officer

Responsible for: RBO Studios

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 & 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 revenues.

The Head of Creative will lead the team that originates all our creative assets, including imagery (both still and AV), paid marketing assets, social media content and editorial content (print and digital). They will also be responsible for the creative execution of our brand.

This role sits within the leadership team of Audiences & Commercial (A&C), whose mission it is to grow and diversify audiences and deliver financial sustainability for RBO. Success for the role will include leading the delivery of a coherent and effective rendering of all our visual assets, as well as leadership of the Studios team (which includes content, design, imagery, AV and surtitles).

Main purpose of the job

To provide leadership of the creative studios, delivering effective ideas that engage a broad and diverse audience and deliver on our objectives. In this role you will:

- Be a key player in the A&C Leadership team, setting unifying goals and promoting a culture that emphasises trust, cooperation, and collective success
- Collaborate immaculately with A&C colleagues, as well as our artistic companies, Development & Advocacy teams and across RBO, as necessary – in order to deliver creative solutions that deliver on the brief but also adhere to our brand guidelines
- Proactively develop creative concepts that deliver on the objectives of each brief
- Act as guardian for the RBO brand, ensuring that every creative asset we produce adheres to brand guidelines and enhances the brand and its reputation
- Champion high-level storytelling and craft that always has target audiences at the heart

- Ensure the RBO creative teams deliver best-in-class assets that work across their key channels and continually uphold the status of the RBO as a world class arts organisation
- Strengthen internal relationships with the performing companies (particularly The Royal Ballet and The Royal Opera)
- Partner with our internal delivery team to deliver high quality assets, on time and on budget
- Ensure the creative teams are inspired and energised around delivering on commercial results for RBO
- Nurture a diverse team of creatives across all disciplines (design, imagery, short-form audio visual – including social formats, editorial content and in theatre surtitles)
- Support them to identify growth areas and opportunities

Main Responsibilities

Management of RBO Studios

- Lead a multi-discipline creative team using strong creative leadership, clarity of briefing, strong collaboration and constant measurement against each brief's objectives
- Act as a lead creative voice ensuring the RBO brand and its creative articulation is coherent and compelling in all our materials
- Work in partnership with the delivery team in Production to manage the costs, operations and management of the creative teams, ensuring outputs are delivered on time and on budget
- Manage and evolve the 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 RBO Artistic Directors and Visiting Directors
 - The Audiences Director and Marketing teams (including Social and CRM)
 - The Head of Production & Delivery team
- Develop excellent working relationships with other departments outside of A&C, to understand their creative priorities (Development & Advocacy; Learning & 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

1. Provide direction and leadership to the RBO Studios teams and allocate resources according to agreed priorities
2. Promote and foster a culture of high-performance learning and service excellence
3. Promote and foster a culture of creative excellence, information sharing, collaborative working and cross-team working
4. 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 and Entertainment sectors
- 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:

- Strong background as an Art Director; including key art and design, ideally in the world of theatre or entertainment
- A proven track record of overseeing content and creative production in a 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-disciplinary team of creatives
- A deep understanding of creative best practice for paid media across all channels
- Leadership of a large multi-discipline creative team (20 plus) that meets budget, timelines and commercial outcomes
- A deep knowledge of our art forms, or to be culturally engaged, with a passion to learn more
- 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 Ballet and Opera

Relationship Management

- Credibility and influence as an ambassador for the RBO 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.