



JOB DESCRIPTION

Title: Head of Corporate Affairs

Reports to: Head of Communications, Press and Corporate Affairs

Main Purpose of the Job

- This role is responsible for shaping and driving RBO's public affairs and advocacy strategy, ensuring the successful development and execution of key policy objectives.
- You will design and implement a targeted government relations and external affairs strategy, showcasing RBO's leadership and impact in priority areas.
- To build and maintain influential relationships with political stakeholders, industry leaders, and partner organisations, including Arts Council England, and advancing RBO's strategic ambitions with DCMS and across the sector.
- Support communications campaigns to enhance the RBO's reputation.
- Additionally, you will oversee the Senior Advocacy and External Affairs Officer, providing guidance and leadership to strengthen the organisation's public affairs initiatives.

Main Responsibilities

Stakeholder engagement and strategic communications

- Lead engagement with stakeholders across regional, national, and international levels, fostering strategic relationships that enhance RBO influence and impact (e.g., SOLT, Creative UK, ACE) and being a significant support/advisor in DCMS relationships.
- Establish and maintain a robust network of contacts within key government departments, including DCMS, DBT, HMT and DfE, ensuring alignment with policy developments and strategic priorities.
- Develop and execute a comprehensive corporate communications strategy, leveraging owned and earned channels to enhance brand positioning and visibility.
- Oversee the creation of high-impact corporate materials, including op-eds, ensuring messaging is strategic, compelling, and aligned with organisational objectives.

- Drive internal cohesion by equipping colleagues with a clear understanding of RBO's corporate positioning, ensuring consistency in external communications.

Executive and leadership communications

- Identify and generate strategic opportunities for articles and social media content that reinforce RBO's leadership and expertise, developing thought leadership content, speeches, and board/stakeholder papers that articulate key priorities and insights.

Advocacy, Government Relations, and External Affairs

- Partner with the Director of Policy and Strategy, Chief Development and Advocacy Officer and CEO to craft and implement a focused government relations and external affairs strategy, demonstrating RBO's impact and leadership across priority sectors.
- Lead the 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 helping to secure the financial future of the RBO.
- Represent RBO in responses to sector-wide developments, contributing to high-level discussions and thought leadership.
- Support strategic funding applications and reporting processes, ensuring alignment with organisational goals and stakeholder expectations.
- Cultivate new contacts across ministerial, civil service, parliamentary, local government, industry and other areas to meet this strategic aim.
- Oversee events and engagement moments which identify the strategic aims, the people to engage, and the most effective way of achieving those aims.
- Remain 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.

Reputation and risk management

- Supporting the Head of Communications, you will contribute to reputation management initiatives, proactively identifying risks and implementing mitigation strategies to safeguard organisational credibility and influence.
- 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, development and advocacy 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 RBO reputation thereby managing the PR aspect of a potential crisis/reputational risk situation.

Corporate Communications

- Work alongside the Head of Communications to support on communications campaigns to enhance the RBO's reputation.
- Leading the team to ensure an integrated communications and public affairs output with aligned objectives.

Relationship Management

- Work collaboratively with all external stakeholders 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 Commercial team to ensure all Press and PR activity fits into the RBO brand and tone of voice and evaluating this on an ongoing basis.
- Open channel of communication and collaboration between Director of Policy and Chief Development and Advocacy Officer, Director of L&P, CEO.

PERSON SPECIFICATION

Essential Knowledge/Skills and Experience

Press, Public and Government Relations

- Proven track record of working at a senior level in government relations or press and communications.
- Exceptional writing, proofing and editing skills, with the ability to adapt style to suit audiences.
- 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.
- Ability to digest and analyse complex information, and to present it as simply and compellingly as possible.

People Skills

- A confident and comfortable networker with excellent relationship building and management skills.
- Ability to take on an ambassador role in representing the RBO 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.

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.
- Commitment to understanding and upholding the charitable aims of the Royal Ballet and Opera – securing the future of ballet, opera and music, ensuring broad access to the artforms and reaching communities via our learning and participation programmes.

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

