



JOB DESCRIPTION

Title: Press Assistant

Reports to: Head of Opera Press

Main purpose of the role

To deliver proactive, dependable, and high-quality support to the dynamic Communications team, encompassing press, corporate communications and public affairs. The role plays a key part in ensuring the smooth running of day-to-day operations and supporting the delivery of impactful communications across a range of channels and audiences.

Key Responsibilities

- Media monitoring: Track and compile daily press coverage, ensuring the media alert is distributed to key stakeholders by 11:00am each weekday.
- Press ticketing and events: Manage press ticket requests from journalists, allocate tickets, and provide on-the-ground support during press nights and media events.
- Press materials: Draft and distribute press releases, ensuring accuracy, clarity, and alignment with the organisation's tone and messaging.
- Corporate affairs support: Assist with the delivery of corporate communications and stakeholder engagement activities.
- Administrative support: Provide general administrative assistance to the Communications team, including:
 - Booking meeting rooms and coordinating logistics
 - Escorting talent to interviews and managing photocall logistics
 - Maintaining press ticket spreadsheets and responding to image and information requests
 - Handling general press office enquiries
- Internal communications: Compile and distribute the weekly Communications newsletter and the RBO House newsletter, ensuring timely and engaging content.

Main Responsibilities

Press Monitoring

- Compile and send out daily media alert (using Meltwater and Onclusive media coverage system) email to staff first thing every weekday morning
- Reading the national newspapers and industry news daily and alerting the team to anything relevant
- Draft and issue press releases via our media database
- Maintain our media database, Roxhill, to ensure all journalist details and distribution lists are up to date, in line with GDPR regulations, as well as adding new contacts
- Manage the Comms Calendar to ensure press releases are going out at appropriate intervals and alert the team to busy announcement days/weeks
- Keep abreast of when reviews are published and distributing reviews to key staff following press nights
- Supporting corporate affairs team as required

Press Tickets/Press Liaison

- Respond efficiently to any questions from press, including forwarding to the correct member of the team
- Be the main point of contact for press ticket requests from journalists
- Build the press ticket spreadsheets and log requests as soon as they come in
- Allocate tickets via our Tessitura booking system a week before opening night
- Return press seats to general sale in line with box office need and the Press department's budget
- Help opera and ballet campaign leads with photocalls at General Rehearsals, including cast sheets, photography notices, greeting photographers and any other tasks given by campaign lead
- Undertake duties on press nights:
 - Administer press night tickets
 - Assistant campaign leads on press nights, greeting critics, distributing programmes and hosting press drinks
- Assist campaign leads with setting up interviews, filming or photoshoots, meeting journalists, photographers, broadcasters and film crews
- Create and send monthly listings press release
- Send press night attendee list to internal stakeholders

Publicity materials

- Develop a strong skillset in working with images, share images with press in a timely manner to meet their deadlines
- Develop a good understanding of processes and requirements for approvals of images and follow all department protocols

- Provide materials (photos, biographies, etc.) in response to authorised requests internally as required
- Writing press releases as required by campaign leads
- Create cinema EPKs for our third-party distributor
- Upload department press releases to RBO press webpage

Office Administration

- Service the administrative and needs of the Communications team, supporting other team members and assisting campaign leads as necessary
- Deal with enquiries from the press, general public and building-wide staff quickly, courteously and efficiently, passing on queries to relevant team members as appropriate
- Support the communications team with event management and preparation, including managing invitation lists and preparing press packs and materials for attendees
- Act as the internal point of contact for the communications team as a whole, fielding requests and responding to internal enquiries efficiently

Continuous Improvement

- Play an active role in the team, contributing to the efficient running of department operations
- Keep in touch with best practice, trends and new technologies or tools relevant to the sector
- Contribute to a culture of innovation and continuous improvement
- Manage own learning and continuous professional development relevant to the role; undertake any training if needed
- Uphold RBO values and behaviours: Treat each other with Respect | Be Open | Value the Highest Standards
- Promote and foster a culture of information sharing, collaborative working and team working

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

Press, media, and performing arts

- Demonstrated interest in press and media, particularly within the performing arts sector.
- Eagerness to work in a fast-paced press office environment.
- Willingness to learn and adapt to media workflows and industry practices.
- Ability to quickly understand the needs and working styles of artists, creatives, and theatre professionals.

- Capacity to absorb and apply specialist knowledge related to opera and ballet in a short timeframe.

Workload coordination and administrative skills

- Strong organisational skills with the ability to manage and prioritise a varied workload under pressure.
- Excellent attention to detail and accuracy, especially when working to tight deadlines.
- Positive, proactive attitude with the ability to work independently and collaboratively.
- Proficiency in Microsoft Office (Word, Excel, Outlook, PowerPoint) and a willingness to learn internal systems and processes.
- Strong written and verbal communication skills, including proofreading and presenting information clearly and concisely.
- Comfortable asking questions and seeking clarification when needed.
- Committed to delivering high-quality, reliable work.

Interpersonal and communication skills

- Confident and courteous when dealing with a wide range of individuals, including media professionals and high-profile guests.
- Ability to build and maintain effective working relationships across teams and departments.
- Professional and approachable manner with a strong sense of discretion and diplomacy.
- Consistently high standard of responsiveness.
- Collaborative team player with a flexible and supportive approach.

Commitment to development and continuous improvement

- Enthusiastic about contributing to a culture of continuous improvement.
- Proactive in managing personal learning and professional development.
- Genuine interest in building a career in press and media within the arts
- 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.

Job Requirements

- Flexibility to work evenings and weekends as required, including attendance at press nights and corporate events at the RBO.
- Willingness to travel locally or regionally when necessary.

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

