



JOB DESCRIPTION

Title: Senior Communications Officer - Commercial

Reports to: Head of Communications, Press and Corporate Affairs

Main Purpose of the Job

Drive the development and delivery of bold, creative, and high-impact communications campaigns that support the Royal Ballet and Opera's commercial and destination goals - from brand partnerships and activations to audience growth and revenue generation. As part of a dynamic and collaborative communications team, you'll play a key role in reimagining how our brand connects with the world, reaching new audiences and deepening engagement across every touchpoint.

- **Lead destination and experience PR** for the Royal Ballet and Opera, securing standout coverage across food & beverage, retail, tours, and visitor experiences – showcasing the RBO as a world-class cultural destination.
- **Drive trade and strategic press activity** around commercial partnerships and brand collaborations, working closely with the Partnerships team to position the RBO as *open for business*. This includes amplifying joint campaigns, placing thought-leadership pieces, engaging with trade press, and identifying opportunities such as relevant awards and industry events to elevate visibility and credibility.
- **Own press delivery for major House-wide moments**, including seasonal campaigns like Christmas, ensuring cohesive storytelling and broad media reach that supports both consumer and trade objectives.
- **Support the Head of Communications** across all commercial and brand activation projects, contributing creative ideas, media strategy, and executional excellence – with a particular focus on driving awareness and engagement within trade and industry circles.
- **Manage relationships with external PR agencies**, ensuring alignment with RBO's brand values and communications strategy, and driving consistent, high-quality media outcomes across both consumer and trade channels.

Main Responsibilities

Working to the priorities set by the Head of Communications, this role will lead on high-impact PR campaigns and activations that position the Royal Ballet and Opera as a must-visit cultural destination and a bold, modern brand.

Campaign strategy and delivery

- Lead the development and execution of creative, commercially driven PR campaigns that showcase the RBO's lifestyle, hospitality, and visitor experience offerings to new and existing audiences.
- Align all campaign activity with RBO's overarching audience and commercial strategies, ensuring messaging is consistent, inclusive, and impactful.
- Develop and deliver thought leadership press moments and brand activations that elevate the RBO's voice within the cultural, lifestyle, and hospitality sectors.

Media relations and advocacy

- Cultivate and grow relationships with a diverse network of journalists, influencers, advocates, and ambassadors across lifestyle, hospitality, and brand experience media.
- Work closely with external PR agencies to ensure alignment with RBO's brand values and strategic goals, and to deliver high-quality, consistent media coverage.
- Lead press strategy for major House-wide destination moments, including seasonal campaigns such as Christmas.

Stakeholder collaboration

- Maintain a clear overview of upcoming projects and priorities across internal teams including Marketing, Partnerships, Company of Cooks, Retail, and Visitor Experience.
- Collaborate with Marketing to ensure campaign messaging is amplified across all RBO channels, reaching the right audiences with the right stories.
- Support the Head of Communications on all commercial and brand activation projects, contributing strategic insight and creative execution.

Content and reporting

- Develop engaging, multi-channel content tailored to press, social, and owned platforms, ensuring storytelling is fresh, inclusive, and audience focused.
- Create clear communication plans for each campaign and report on performance, impact, and media outcomes to the Communications team and key stakeholders.
- Manage all internal and external arrangements required to deliver communications outputs to a high standard and on deadline.
- Agree the metrics of success for each campaign and ensure measurable goals are included in each campaign plan and reported on effectively and in a timely manner.
- Liaise with the Marketing team to gather data on press activity and social engagement to contribute to monitoring and evaluation and celebrate success.
- Work on campaign activity such as disseminating press releases, responding to media enquiries, prepare briefings and hosting events.
- Uphold the brand values of the RBO across all campaign work and all other aspects of the role, including our work on equality, diversity and inclusion.

Continuous Improvement

- Play an active and vocal role in the team, contributing to the efficient running of department operations
- Ensure best practice, trends, new technologies and tools are used at all times.
- 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

Media and PR Experience

- 5+ years' experience working within a busy communications team.
- Experience working in hospitality, lifestyle, or luxury sectors PR, working with commercial partners on a paid basis through brand partnerships, with a passion for communications and the arts.
- Experience working with internal and external media, social channels, and partners.
- A track record of identifying, developing, and securing high profile media opportunities which meet strategic objectives.
- Experience of creating engaging and inspiring communications campaigns that reach new and existing audiences through a variety of different channels.
- Ability to build a rapport and strong relationships with internal and external stakeholders.
- Experience cultivating and maintaining new media and influencer contacts.
- Experience of developing and implementing multi-channel, integrated communications plans with measurable KPIs.
- Understanding and experience of the requirements and working methods of the media in UK and overseas.

Workload Management Skills

- Strong communication skills and high standard of written/verbal English including good proof-reading skills.
- Highly proficient Microsoft Office user, proficient with current digital imaging processes and good aptitude for learning new applications.
- Strong organisational and time management skills, able to work on own initiative, with ability to prioritise and meet deadlines.
- Ability to work accurately and consistently under pressure.
- Able to work to a brief and present information in a clear and concise manner.
- Able to juggle multiple high priority PR campaigns at once.
- Attention to detail and commitment to delivering a high standard of work.

People Skills

- Ability to deal with a wide range of people and the media confidently, courteously and discreetly at all levels.
- Ability to maintain a range of working relationships effectively with a variety of stakeholders including external PR agencies, brands, and organisations.
- Good communication skills with a professional and confident manner.

- Consistent high level of customer care and responsiveness.
- Ability to work effectively within a team.

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.
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.

Job Requirements

- Flexibility to be available for evening work and weekends as required, to attend meetings and entertainment at the RBO.
- Flexibility to undertake travel on occasion as required.
- 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.

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

