

Press Officer
Public Engagement Department
Salary £25,000 plus attractive benefits
Maternity cover, temporary contract, up to 12 months

The Royal Academy of Arts is one of the UK's foremost arts institutions, famous for its world-class exhibitions including *The Real Van Gogh*, *David Hockney: A Bigger Picture* and *Sensing Spaces: Architecture Reimagined*. It is a particularly exciting time in our history. As we approach our 250th anniversary in 2018, we are making major investments in our physical and digital infrastructure, and transforming our offer and public programme.

The Press team creates and implements campaigns to promote the activities of the Academy, most notably its high profile exhibitions programme but also the Friends scheme and our commercial offerings. An exciting and rare opportunity for an exceptional individual has arisen to join the team as its temporary Press Officer.

You will possess a successful track record of coordinating and implementing press campaigns ideally in the cultural/arts sector, with specific and robust experience of editorial campaigns, budget management, copy writing and project management. You will be highly organised and diligent, be comfortable working at pace and possess a creative flair and excellent interpersonal and communication skills.

You must be free to start within 4 weeks of offer of employment or sooner.

For a recruitment pack visit our website at: www.royalacademy.org.uk/careers or send an e-mail to: recruitment@royalacademy.org.uk

We will invite candidates that meet our brief in for interview as we receive CVs. If you have not heard from us within 10 days of your application, please assume you were unsuccessful on this occasion.

JOB DESCRIPTION

JOB TITLE: Press Officer
DEPARTMENT: Public Engagement Department
REPORTS TO: Head of Communications (HC)

MAIN OBJECTIVE

Under the general direction of the Head of Communications (HC):

- Develop engaging, evidence based and targeted press campaigns for exhibitions, RA Schools, education, sponsorship, collections, capital projects. Ensure maximum Press and PR to meet audience targets for the RA exhibition programme and events and enhance the reputation and standing of the RA.
- Work collaboratively within the Public Engagement Department to develop and maintain strong media relations.

MAIN DUTIES

1. Plan and implement press campaigns for RA exhibitions, RA Schools, sponsorship, collections and capital projects. In conjunction with the HC, Heads of Departments and other senior managers identify and develop knowledge of themes and areas of interest.
2. Work closely with the Public Engagement Team to develop and contribute to wider communication plans. Formulate appropriate timetables and deadlines, monitor progress – chasing for agreement and details as necessary.
3. Develop and sustain networks and contacts; attend press conferences, provide information, discuss issues and topics with journalists/media contacts and encourage interest.
4. Write and oversee the preparation of exhibitions press releases and news releases.
5. Provide post-exhibition evaluation reports.
6. Oversee TV, film and radio crews and photographers in the gallery during press events and early morning filming, as required.
7. Identify opportunities to develop online media assets for each press campaign to distribute across online media channels
8. Produce annual editorial diary plan and mailing schedule.
9. Contribute to the annual budget preparation and setting processes; monitor budgets and expenditure on a regular basis throughout the year, reporting to HC on a regular basis.
10. Liaise with external PR agencies when necessary
11. Respond to general press enquiries and provide range of information about the Royal Academy, as necessary.
12. Research, draft, and publish posts to social media (facebook/twitter) on behalf of the press office and monitor all of the RA's social channels for media comments / contact.
13. Comply with all relevant health & safety policies, procedures and regulations and take appropriate and reasonable care for the safety of colleagues and visitors to the Academy.

14. Undertake any other duty which may reasonably be allocated by the HC or other senior officer

PERSON SPECIFICATION

- Strong experience of developing and implementing press campaigns within cultural/arts sectors
- Experience of working to targets, ability to review and assess effectiveness of press campaigns together with a facility to report and summarise progress and outcomes
- Confident at pitching stories to a broad range of media through written and verbal proposals in order to promote the Academy's exhibitions programme
- Excellent written and oral communications skills - to produce materials, including news releases, briefing packs, biographical information and evaluation reports, along with emails and other forms of correspondence
- Strong IT skills and demonstrable experience using Microsoft Office Suite
- Strong interpersonal skills and ability to build close working relationships with key stakeholders, including members of staff, the press, consultants, and the public
- First class project manager, able to set the necessary plans and framework in place, implement and see the project through to completion on time and within budget
- A creative thinker, strong at initiating new ideas and concepts
- Experience of budget monitoring and contributing to financial forecasting
- Highly organised and self-sufficient in administrative terms – efficient record management and maintenance of monitoring systems
- Excellent time management skills, able to prioritise under pressure, multi-task and successfully juggle many active projects and campaigns at the same time
- Excellent attention to detail with good proof reading skills.
- Confident, enthusiastic, proactive personality with the ability to be assertive as well as using initiative and willingness to work in a small team
- Demonstrable interest in visual arts and a commitment to the aims and objectives of the department and the Royal Academy
- Educated to degree level