

Head of Communications
Public Engagement Department
Up to £44,000, plus attractive benefits
Maternity cover - up to 12 months temporary contract

The Royal Academy of Arts is one of the UK's foremost arts institutions, famous for our 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 embarking upon a series of major investments that will transform our physical and digital infrastructure and our public offer. An ambitious 'Masterplan' by David Chipperfield RA will redevelop our 2.5 acre campus in Mayfair, uniting our two buildings and providing refurbished galleries, a state-of-the-art auditorium, a new learning centre and a dedicated Collections gallery in Burlington Gardens, and enabling greater public visibility of the art school at the heart of the Academy.

The Communications team generates publicity campaigns to support the many activities of the Academy, most notably its high profile exhibitions programme. An exciting and rare opportunity for an exceptional individual has arisen to join the team as Head of Communications (maternity cover).

The successful candidate will have extensive prior experience of leading a successful press/media relations team, ideally within the cultural/arts sector. With prior experience of publicising major capital projects and of leading public affairs activity, you will ensure that the Academy's story of transformation and renewal is communicated persuasively to a broad range of stakeholders and audiences.

Well presented, articulate and confident, you will be adept at building effective working relationships internally and externally. Diligent and highly organised, you will be responsible for setting and monitoring budgets, and for regular reporting against targets. The ideal candidate will also have experience of managing internal communications.

You must be able to demonstrate a genuine interest and knowledge of the visual arts and enthusiasm for the work and objectives of the Royal Academy of Arts.

Candidates must complete an application form to be considered for this position. You will find our application form and further details about this position in the **How to Apply** section of the Careers page on our website <http://www.royalacademy.org.uk/careers>.

Closing date for applications: 30 September 2014
Interviews to be held: 9 & 10 October 2014

JOB DESCRIPTION

JOB TITLE: Head of Communications (maternity cover)
DEPARTMENT: Public Engagement
REPORTS TO: Director of Public Engagement

MAIN OBJECTIVE

Under the general direction of the Director of Public Engagement:

- Lead the development and implementation of effective press and public affairs strategies and campaigns to promote the RA's programme and activities, driving visitor numbers and sustaining widespread support for the Academy.
- Take responsibility for the day-to-day operation of the Press team and Internal Communications.

MAIN DUTIES

- Lead the development and oversee the implementation of effective press campaigns for the RA's exhibitions programme in a manner that meets a range of agreed communications objectives.
- Spearhead efforts to increase the media profile of Academy's offer and activities beyond the exhibitions programme including, but not limited to, the Friends and Patrons schemes, the RA Schools, the Learning programme, the Architecture programme, and the Library and Collections.
- Drive positive corporate press coverage, promote key long-term initiatives such as the RA's capital campaign and public programme for Burlington Gardens, secure profile for key individuals, and advise on issues of reputation management.
- Lead on public affairs and stakeholder management for the Academy. Working with senior colleagues and external agencies as appropriate, devise and oversee a strategy to engage a range of key external stakeholders (individuals and groups) including political, commercial and representative bodies. .
- Oversee Internal Communications. Ensure that internal communication strategies increase employee engagement and support business objectives. Ensure that brand vision and values and key messages are effectively communicated to staff.
- Manage a team of four staff. Plan the resourcing of press and internal communications projects; agree task allocations, priorities and workload; provide advice to the team on problems encountered, and review individuals' performance.
- Attend and participate in meetings and working groups, research and prepare strategy papers and give presentations, briefing senior staff and external stakeholders such as sponsors.
- Report to Director of Public Engagement on a regular basis to agree the strategy and priorities for the press team, and to contribute to the effective implementation and development of the overall Communications strategy.
- Work closely with colleagues in the Public Engagement department to ensure that press, public affairs and internal communications dovetail with marketing and digital activity, supports our audience objectives and contributes to an excellent and seamless customer experience for all visitors.

- Build relationships with colleagues across the Academy to develop the knowledge, insight and ideas that will result in effective publicity to promote the RA's activities and interests. To provide advice from a press perspective and proactively support the establishment of a communications 'centre of excellence'.
- Set and monitor budgets and expenditure; report regularly on financial aspects of the press team's activity, liaising with Finance Department as necessary.
- Oversee organisation of press conferences, exhibition press views and press trips as appropriate. Manage relationships with external PR agencies as necessary.
- To advise on media statements and press releases, and to act as a spokesperson for the RA when required.
- Ensure that Health & Safety policies, procedures and regulations are known understood and complied with by you, the team and internal and external colleagues and suppliers.
- Undertake any other duty that may reasonably be allocated by the Director of Public Engagement or other senior staff member.

PERSON SPECIFICATION

- Educated to degree level essential – additional professional qualifications desirable.
- Prior experience (minimum of 5 years) of a senior press, publicity or public relations role in the cultural sector.
- Excellent knowledge of and demonstrable interest in the visual arts, and in the programme and work of the Royal Academy of Arts.
- Strong interpersonal skills – articulate, persuasive and confident in all encounters. Ability to build close working relationships with colleagues internally and a wide range of external stakeholders.
- Excellent written and oral communications skills – to generate/advise on public announcements, press releases, development of strategy papers, reports, correspondence etc.
- Excellent media knowledge and strong contacts/relationships with journalists.
- Strong leadership and management skills – ability to delegate effectively, to guide, inspire, motivate, support, nurture staff, and to know how to extract high levels of performance from all team members
- Knowledge and practical experience of setting, monitoring and reporting on budgets.
- Well organised, with excellent time and project management skills and an ability to prioritise and oversee many projects.
- Computer literate and self-sufficient in terms of own administration.
- Driven, with experience of working to targets and an ability to turn strategy into tangible results.