

**Press Assistant**  
**Public Engagement Department**  
**Up to £20,000 plus attractive benefits**

The Royal Academy of Arts is one of the nation's treasures. It occupies a unique position in being an independent, privately funded institution led by eminent artists and architects. Its purpose is to promote the creation, enjoyment and appreciation of the visual arts through exhibitions, education and debate.

The Public Engagement Department is looking for a talented Press Assistant to provide administrative support for the Royal Academy's busy Press Office and provide a point of contact for all press and public enquiries.

You will need existing experience in the press or public relations field, high quality administrative and computer skills and you will be a confident communicator. You will need to be flexible, well organised and a strong team player. You must be a confident writer with a keen eye for detail and excellent proof reading skills. A knowledge of, and an active interest in, the visual arts is important.

Candidates must complete an application form to be considered for this position. You will find our application form in the ***How to Apply*** section of the Careers page on our website: [www.royalacademy.org.uk/careers](http://www.royalacademy.org.uk/careers)

**Closing date for applications:**      **3 December 2014**  
**Interviews to be held:**                **w/c 8 December 2014**

## **JOB DESCRIPTION**

**JOB:** Press Assistant  
**DEPARTMENT:** Public Engagement Department  
**Reports to:** Head of Communications (HC)

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## **MAIN OBJECTIVE**

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

- To provide a comprehensive administrative service in support of the Press Office
- To provide a point of contact for press enquiries
- To assist with press campaigns

## **MAIN DUTIES**

- Assist Press Officers and HP in the implementation of RA press campaigns.
- Act as a point of contact for press enquiries by phone, email and social media – handle day-to-day press enquiries, demonstrating a clear understanding of the RA's key messages and communicating these effectively; send out images, catalogues and press releases on request and field enquiries where appropriate to Press Officers and HC.
- Act as a point of contact for public enquiries (by telephone); answer straightforward questions, for example: the provision of exhibition information - dates/ opening times, etc.
- Write/draft and maintain up-to-date forthcoming exhibition and events press releases.
- Undertake the distribution of exhibitions and events details to listings publications and guidebooks, and ensure correct information held in the Culture Clash Diary
- Organise press mailings/liasing with design team, printers and mailing house; producing e-communications where appropriate.
- Maintain, update and develop press office database to ensure media contacts are up-to-date and comprehensive.
- Work with the Press team to build lists of press contacts and develop expert knowledge of key target areas.
- Responsible for the organisation of all logistics around press events, views and launches; liaise with other RA departments e.g. Facilities, Development, Restaurant, Shop; answer queries from press/media, prepare press packs, liaise with suppliers, check/prepare venue.

- Responsible for the development of strategic timeline to ensure effective dissemination of releases and images to journalists.
- Supervise film/radio crews and photographers in the gallery during press events and early morning filming, as required.
- Responsible for the efficient dissemination, analysis and filing of press coverage and account management of the Academy's external media monitoring services.
- Responsible for maintenance and supply of the digital picture library, selecting and sourcing high quality images for publicity purposes; Collate, label, file and maintain stocks of photographs for press use.
- Co-ordinate and collate printed information the RA's activities, exhibitions, education and events programmes and RA schools to keep Press Office information systems up-dated; include working with other departments to ensure up-to-date sponsors' crediting, photographic crediting, etc.
- Monitor press section on RA Website, liaise with Website Editor to update and ensure the accuracy of listed information.
- Monitor social media (Facebook /Twitter) for media comments/contact.
- Monitor specific areas of the press budget And handle invoices and financial processes under supervision of HC.
- Contribute to the post-exhibition evaluation reports.
- Undertake the archiving of post-exhibition press material.
- Deputise for members of the press and marketing team when necessary.
- Organise press administration work of regular volunteers.
- Liaise where necessary with external PR agencies.
- 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.
- Undertake any other task, which may reasonably be required by the Head of Communications, Press Officers or other senior officer.

## PERSON SPECIFICATION

- Broad range of office-based experience gained in a press or public relations field, preferably within the arts.
- Excellent interpersonal and communication skills – first class written and oral skills; close attention to detail, well-honed proof reading ability
- Some experience in a public-facing role, providing information and dealing with enquiries. Professional, friendly and helpful manner with press and members of the public either in person or over the telephone
- Methodical approach to work, ensuring accurate information is maintained and distributed throughout the RA and to press and public
- Strong administrator, with exceptional organisational skills to maintain and improve current office systems
- Demonstrable aptitude with MS Word and Excel, advanced user level in both, proficient in using a number of social media channels
- Able to manage time effectively – ability to deal with high volume of work, to multi-task, to work at pace, be comfortable with unpredictable demands – e.g. journalists' deadlines.
- Some experience of organising events
- Some experience of short term tasks/projects
- Ability to develop strong working relationships with other departments in particular Exhibitions, Sponsorship, Publications and Education
- Confident, enthusiastic, energetic and self-motivated personality – ability to use initiative and willingness to work as part of small team
- Flexible approach to work, occasionally working long hours and early mornings
- Keen interest and enthusiasm for the visual arts and an awareness of new developments in media
- Hard work ethic, willingness to go the extra mile and take pride in output