

**Senior Press Officer**  
**Communications Department**  
**Royal Academy of Arts (Blackfriars)**  
**Salary up to £32,000 plus attractive benefits**  
**Maternity Cover - up to 12 months fixed term contract**

### **About the Royal Academy of Arts**

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 250<sup>th</sup> anniversary in 2018, we are making major investments in our physical and digital infrastructure, and transforming our offer and public programme.

### **About the role**

The Communications team creates and implements campaigns to promote the 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 its temporary Senior Press Officer.

### **About you**

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.

### **Apply**

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

Please complete an application form to apply for this role. Please see the '*How to apply*' section of our website <http://www.royalacademy.org.uk/careers-at-the-ra>

**Closing date for applications:**  
**Interviews to be held:**

**Sunday, 2 August 2015 (midnight)**  
**10 and 11 August 2015**

## **JOB DESCRIPTION**

**JOB:** Senior Press Officer (maternity cover)  
**DEPARTMENT:** Communications  
**REPORTS TO:** Head of Communications (HoC)

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### **MAIN OBJECTIVE**

Under the general direction of the Head of Communications:

- 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.
- Deputise for HoC and when necessary to manage the Press team
- Manage the press department budgets, database and office
- Develop and maintain good working relations with the media – press, broadcasting and online.

### **MAIN DUTIES**

1. Plan and implement press campaigns for exhibitions, RA Schools, collections and capital projects: work closely with HoC, Heads of Departments and senior managers to identify and develop knowledge of themes, possible areas of interest and key messages.
2. Deputise for HoC when required to manage Press team (Press Officer and Press Assistant), delegate work/projects, resolve problems and answer queries, as appropriate.
3. Act as spokesperson for the RA, as required.
4. Manage interns and volunteers to ensure they do meaningful work and their efforts are mutually beneficial.
5. Manage Press Office annual budget (includes press work, database maintenance, office management, etc.). Work with HoC to help construct annual forecast and budget requirements; monitor expenditure and reports as required.
6. Map out approaches to a range of press contacts for each campaign, provide all necessary information; pitch possible stories/angles; encourage and secure high profile editorial coverage, negotiate exclusive features, work with Marketing team to develop media partnerships
7. Secure broadcasting coverage for press campaigns and oversee TV/radio/film crews, as necessary.
8. Identify opportunities to develop online media assets for each press campaign to distribute across online media channels
9. Work closely with the Communications Team to develop and contribute to wider communication plans. Set up timetable and deadlines, monitor and ensure all dates and times are met.

10. Maintain and develop good media relations; attend press conferences – provide information, discuss issues and topics with journalists/media contacts, promote RA exhibitions, programmes, events and activities, all as required.
11. Write, or oversee the preparation of, exhibitions press and news releases.
12. Write evaluation reports at the end of exhibitions, or oversee their preparation by Press Officer.
13. Produce annual press campaigns diary plan and mailing schedule.
14. Check and monitor mailings budget, oversee Press Officer on monitoring process. Report to HoC on regular basis and contribute to forecasts and planning for coming year, as necessary.
15. Liaise with external PR agencies when necessary.
16. Answer general enquiries and provide range of information about the Royal Academy, as appropriate.
17. 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.
18. Undertake any other duty which may reasonably be allocated by the HoC or other senior officer.

## PERSON SPECIFICATION

- Strong experience of developing and implementing press campaigns within cultural/arts sectors
- Educated to degree level.
- 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.