



Royal Albert Hall

JOB DESCRIPTION

Role: Press Executive

Location: Royal Albert Hall

Reports to: Press Manager

For nearly 150 years we have been fulfilling our vision of inspiring artists and audiences worldwide with the magic of the iconic Royal Albert Hall; creating life-enriching, unforgettable experiences for everyone. Hosting 390 events a year in the main auditorium and more than 800 in other smaller spaces, the Royal Albert Hall stands true to its original purpose of promoting the Arts and Sciences. As a charity, the Hall is dedicated to maintaining the Grade I listed building and giving access to all.

OUR VISION AND VALUES

Our vision is to inspire artists and audiences worldwide with the magic of the iconic Royal Albert Hall, creating life-enriching, unforgettable experiences for everyone. The Royal Albert Hall is more than just a building. Together we are...

One team

Encouraging and harnessing each other's talents, valuing our differences, supporting one another and celebrating our achievements together

Passionate

Dedicated, creative, embracing new ideas, always seeking a better way; because together we are writing the story of the Royal Albert Hall

Open to all

Welcoming, warm, always professional; committed to providing as many people as possible with unforgettable experiences

THE ROLE

The Press Executive is responsible for the co-ordination of press activity for the Hall and its events and actively seeking and developing positive working relationships with journalists. Reporting to the Press Manager, they are responsible for promoting the Hall's events and services and raising brand profile (to promote the Hall's commercial and public benefit objectives). The Press Executive will also manage external PR agencies for certain shows across the year.



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KEY RESULT AREAS

1. To work with the Press Manager to ensure own-promote and co-promote events, tours, exhibitions, corporate partnerships and sponsorship, catering and Education & Outreach are fully supported by press and media relations activity to capitalise on the Hall's brand and increase ticket sales and revenue.
2. To support the Press Manager in ensuring that the Hall's key corporate reputation, charitable and outreach messages are effectively managed and communicated to the media.
3. To ensure that the effect of campaigns is accurately recorded, analysed and reported.
4. To oversee income and access for filming and photography requests by third parties, and ensure that brand fit and fees are appropriate.

MAIN DUTIES AND RESPONSIBILITIES

1. Generate PR coverage for Hall own-promote activity both in the main auditorium and other performance spaces. Write press releases, issue to press, secure coverage, interviews and reviews and manage press tickets and events and requests for these events.
2. Work with the Marketing and Communications team to plan and integrate press activity and media partnerships within the wider marketing communications plans for internal departments, own-promotes and co-promotes.
3. Pro-actively develop relationships with a network of influential journalists and influencers across print, digital and broadcast media.
4. Develop ideas to promote the Hall's activities to new audiences.
5. Work with departments across the Hall to provide PR support.
6. Achieve coverage of the Education & Outreach programme, and arrange profiling of staff members, to raise awareness of the Hall's public benefit remit.
7. To manage external PR agencies on certain shows across the year, providing guidance and ensuring they are effectively representing the Hall and driving coverage that will generate sales.
8. Oversee the preparation of reports and press packs relating to press exposure for projects and campaigns as requested, collating clippings and PR profile books.
9. Proactively work with the Marketing Executive for Visitor Experience to highlight and implement key opportunities for PR for tours, catering and corporate/sponsorship activity.
10. Manage and evaluate the Hall's media monitoring agency and journalist database.



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11. Support promoter press activity and attend press launches for promoter events when necessary. Communicate these events to all necessary Hall departments.
12. Oversee response to all commercial filming and photography throughout the Hall (except full-length broadcasts of performances and selected promoter requests on show days) concentrating on those that maximise revenue and/or secure valuable PR. Keep all departments in the loop.
13. Work with the Press Manager on a strategy for entertaining and host these events when requested.
14. Any other tasks as may reasonably be requested by the Press Manager or Head of Marketing and Communications.

PERSON SPECIFICATION

- Experience of working within a busy press or marketing oriented office environment
- In-depth knowledge of media and key publications
- A self-motivated individual with an efficient, organised and methodical approach
- Flexible and adaptable with excellent inter-personal and communication skills
 - Good telephone manner
 - Confident and outgoing personality
 - Ability to communicate at all levels, verbally and in writing
- Excellent attention to detail
- Exceptional written English
- Creative approach to generating feature ideas and news stories
- Able to work under pressure, prioritising work to meet tight deadlines
- A professional attitude and personal appearance which inspires confidence in a wide variety of internal and external customers
- Enthusiastic team player with the ability to work with initiative and maturity
- Enthusiasm for the Hall and interest in a wide range of events
- A commitment to regularly working anti-social and/or flexible hours
- Excellent IT/PC skills with knowledge of Microsoft Office packages
- Awareness of and interest in popular and classical music and live performance
- High level of numeracy (at least GCSE grade C or equivalent in mathematics)
- Commercially minded approach

SUSTAINABILITY

The Hall is committed to maintaining and furthering greater sustainable practices in all areas of the organisation to act on climate change. Whilst working at the Hall, you will be expected to embrace the Hall's Sustainability Policy and work to meet its objectives, putting sustainability at the forefront of all decisions.

HEALTH & SAFETY

You will have a good understanding of the Hall's Health and Safety guidelines and your responsibilities within these. Your role will include promoting a safe working environment and fostering a non-blame culture, adhering to any Health & Safety requirements, flagging any conflicts that may arise with Health and Safety and working towards finding effective solutions.