

JOB DESCRIPTION

JOB TITLE:	Assistant Press Officer
DEPARTMENT:	Royal Collection Trust
SECTION/BRANCH:	Press Office, Communications and Engagement
LOCATION:	St James's Palace
REPORTING TO:	Senior Press Officer

Job Context

Royal Collection Trust is a department of the Royal Household and undertakes its activities without recourse to public funds. It incorporates a charity regulated by the Charity Commission and the Office of the Scottish Charity Regulator, The Royal Collection Trust, and its subsidiary trading company, Royal Collection Enterprises Limited.

Royal Collection Trust is charged with the care and preservation of the Royal Collection and its presentation to the public. The Royal Collection is one of the largest and most important art collections in the world. It comprises almost all aspects of the fine and decorative arts, runs to more than a million objects and is spread among some thirteen royal residences and former residences across the UK. At The Queen's Galleries in London and Edinburgh, aspects of the Collection are displayed in a programme of temporary exhibitions. Many works from the Collection are on long-term loan to institutions throughout the UK, and short-term loans are regularly made to exhibitions around the world as part of a commitment to broaden public access and to show parts of the Collection in new contexts. The works of art in the Royal Collection are held by The King in trust for his successors and the nation.

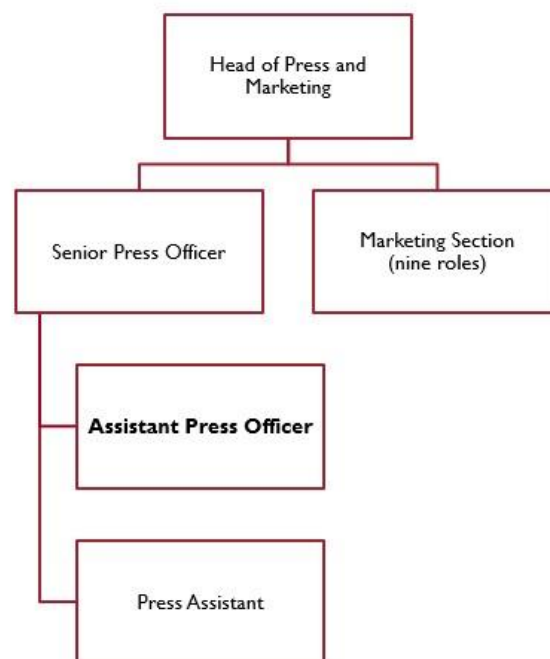
Royal Collection Trust is responsible for the management and financial administration of the public opening of Buckingham Palace (including The Queen's Gallery, the Royal Mews and Clarence House), Windsor Castle (including Frogmore House) and the Palace of Holyroodhouse (including The Queen's Gallery). The monies generated from admissions, and from associated commercial activities are invested in the care and conservation of the Royal Collection and the promotion of access and enjoyment through exhibitions, publications, loans and educational activities.

Communications and Engagement ensure that our visitors and wider stakeholders are well informed about the activities of Royal Collection Trust (RCT). Their focus is to build loyalty amongst our audiences, developing high quality and engaging content. They help to deliver

RCT's strategic objectives through ambitious and relevant programming, whilst developing an exciting digital strategy that conveys and extends the essence of our brand online. Where appropriate, they seek funding for these opportunities to allow us to achieve our objectives.

The Press Office is responsible for media relations and other communications activities utilised within the consumer, travel trade and group markets to enhance the reputation of Royal Collection Trust, to promote visits to the sites in London, Windsor and Edinburgh and enjoyment of the Royal Collection, and to encourage engagement with the range of activities offered to a number of audiences.

Organisational Chart



The post-holder works closely and collaboratively with colleagues across the organisation on a day-to-day basis, including Curatorial, Publishing, Learning and Retail staff. They have regular contact with Royal Collection Trust section heads and members of the Operations and Management Board, and with the Press teams of the other Royal Households. They have contact at all levels within the wider Royal Household, including occasional contact with some members of the Royal Family.

Job Purpose

Reporting to the Senior Press Officer, the post-holder supports the work of the Press section, taking responsibility for proactive and reactive media relations for specific projects within the Royal Collection Trust's annual programme, including visits to the Palaces, exhibitions and publications, and the promotion of learning initiatives, events and retail.

They assist in the development, delivery and evaluation of media plans in support of Royal Collection Trust's Three-Year Plan, charitable aims and business objectives, seeking out new opportunities to secure positive coverage of Royal Collection Trust's wide-ranging activities through regional, national and international media and across the print, broadcast and online sectors.

Principal Accountabilities

Strategic

- To contribute to the shaping and evaluation of the Press Office's section plan in support of Royal Collection Trust's Three-Year Plan, developing the reputation and visibility of the organisation and monitoring the effectiveness of the approach.
- To support Press section colleagues in identifying appropriate vehicles for the communication of key messages to target audiences (international, national and regional) through media or public relations activity, and ensure that press and marketing activities are well co-ordinated, keeping in regular contact with Royal Communications to ensure the appropriateness of the approach.

Media Relations

- To undertake proactive media relations work, cultivating relationships with broadcast, print and online journalists in a wide range of sectors – international, national, regional, consumer, trade, listings and other areas, as appropriate.
- Working with staff of Royal Collection Trust, to research and write press releases and background material, and to identify story lines to promote exhibitions, publications and other projects.
- To monitor developments in the media, recommending ways that Royal Collection Trust should respond to these changes in order to maximise coverage of its activities.
- To arrange press trips, press views, broadcast facilities and photo calls, ensuring all are well planned and managed.
- To share responsibility for answering general media enquiries by telephone, e-mail or letter, and the daily monitoring and distribution of media coverage.
- To manage the Press Office resources associated with the responsibilities of the role, including press lists, photographic and/or video material and press packs.

- To maintain and build the resources of the Press Office pages of the Royal Collection Trust website, ensuring that they are up to date and meet the needs of the media.
- To provide appropriate news content for the Royal Collection Trust website and social media channels, including YouTube, Instagram, Facebook and Twitter.
- Liaising with Photographic Services, to deal with requests for filming and photography, supervising photographers and film crews when necessary.
- To be the contact for media enquiries on a 24-hour basis as required.

Marketing Communications

- To work with members of the Marketing team in order to deliver consistent communications across all promotional activity.

Internal Communications

- To contribute to the programme of Royal Collection Trust news communicated to Royal Household staff through the Intranet.

Job Dimensions

The job-holder has no staff-management or significant budgetary responsibilities.

Decision-making Responsibilities

The post-holder is expected to make day-to-day decisions without referral but to work closely with senior staff on the development of new initiatives and when handling sensitive information or media issues.

Practical Requirements

The post-holder is required to work 37.5 hours per week, but due to the nature of the position the post-holder must have a flexible approach to working hours and be available to occasionally work evenings and weekends, when required.

Whilst principally based at St. James's Palace, the role can be flexible to allow some working from home in line with business need.

Person Specification

- Education to degree level (or equivalent), ideally in a relevant subject or with a communications qualification.

- Experience of working in a Press Office, ideally within the arts or heritage sector.
- Experience of delivering media coverage.
- Consistently proactive approach, applying creativity and flair to each project.
- Sensitivity to the uniqueness of the organisation and sound judgement about the appropriateness of initiatives and responses to the media.
- Excellent written and verbal communications skills.
- Extremely high standards of copywriting and editing, and an unerring eye for detail.
- Ability to represent the organisation with credibility and authority.
- Ability to handle difficult media issues with care and diplomacy.
- Flexible and supportive attitude towards colleagues.
- Ability to work under pressure and to tight deadlines.
- An interest in and knowledge of the arts and history.