



JOB DESCRIPTION

JOB TITLE: Senior Press Officer

DEPARTMENT: Royal Collection Trust

SECTION/BRANCH: Press

LOCATION: St. James's Palace

REPORTING TO: Head of Media Relations

Job Context

Royal Collection Trust is a department of the Royal Household and the only one that 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 fifteen 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 Queen in trust for her 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.

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, promote visits to the sites in London, Windsor and Edinburgh, enjoyment of the Royal Collection, and to encourage engagement with the range of activities offered to a number of audiences.



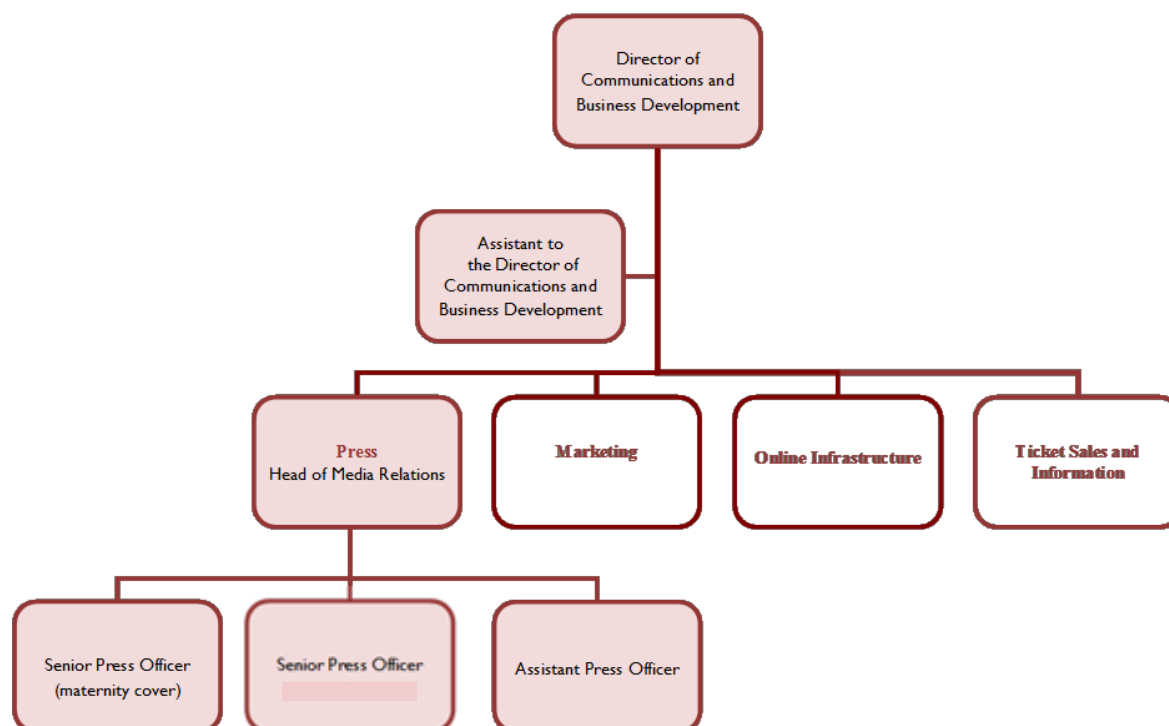
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Royal Collection Enterprises Ltd is a company registered in England and Wales (2778486). Registered office: York House, St James's Palace, London SW1A 1BQ

This document is not contractual and may be subject to change following consultation with the post-holder



Organisational Chart



The post-holder works closely and collaboratively with colleagues across the organisation including Curatorial, Publishing, Learning and Retail staff. They have regular contact with Royal Collection Trust section heads and members of the Management Board, and with the Press teams of the other Royal Household and occasional contact with some members of the Royal Family.

Job Purpose

The post-holder is responsible for proactive and reactive media relations for Royal Collection Trust, including visits to the Palaces, exhibitions, publications, events and retail. Reporting to the Head of Media Relations, they take the media-relations lead on specific projects within the annual programme.

The post-holder develops, delivers and evaluates media plans in support of Royal Collection Trust's One-Year Plan, charitable aims and business objectives, seeking out new opportunities to secure positive coverage of the 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, monitoring the effectiveness of the approach and making recommendations for change where necessary.

To manage media projects, from conception to delivery, evaluating each campaign and reporting on the results for senior management.



The Royal Household

To identify 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.

To be a first point of contact for media enquiries on a 24-hour basis as required, identifying issues and acting to contain crises in line with business-continuity procedures.

To manage sensitive media issues without referral, making decisions within competence and where appropriate, and advising senior staff on responses, briefing them on coverage and alerting them to any problems that may arise.

To work with the senior 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 arrange press conferences, press trips and photo calls, ensuring all are well planned and managed.

To provide appropriate news content for the website and content for social media channels

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 and to identify potential media partnerships for projects, ensuring that there is alignment of audience priorities, and to manage all aspects of the partnerships.

To share responsibility for answering general media enquiries by telephone, email or letter, and the daily monitoring and distribution of media coverage and liaising with staff of Photographic Services, to deal with requests for filming and photography, managing photographers and film crews when necessary.

To deputise for the Head of Media Relations when appropriate.

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 internal communications platform (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 media issues.

Practical Requirements

Based at St James's Palace, the post-holder is contracted to work 37.5 hours per week, Monday to Friday (09:00–17:30). Owing to the nature of this post flexibility is required and it will be necessary to make early starts and work into the evening and at weekends, when required.

Person Specification

Essential

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

Significant experience in media relations, preferably within the arts or heritage sector, and of managing campaigns for high-profile exhibitions

A strong network of contacts and a demonstrable track record of delivering substantial coverage across all media channels and sectors

A consistently proactive approach, applying creativity and flair to each project, and the ability to work under pressure and to tight deadlines

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 with extremely high standards of copywriting, and editing, with an unerring eye for detail

An ability to handle difficult media issues with care and diplomacy to ensure the organisation is represented with credibility and authority

A flexible and supportive approach to working in a team and with colleagues

Desirable

An interest in and knowledge of the arts and history