

private & confidential

# Role Description



## Head of Communications

For further information please contact:

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**Job Title:** Head of Communications  
**Reporting to:** Director of Marketing and Audience Engagement  
**Salary:** £Competitive  
**Location:** London  
**Website:** <https://www.eno.org/>

## **The organisation**

English National Opera is founded on the belief that opera of the highest quality should be accessible to everyone.

At ENO opera is theatre; expressing drama through the unique combination of music, text, dance, and design. They sing in English and believe that singing in our own language connects the performers and the audience to the drama onstage, and enhances the experience for all.

ENO collaborates across contemporary art forms, to reflect the growing diversity of our culture. And they take a fresh approach right across the repertoire, from baroque to contemporary, as well as commissioning new works as part of our commitment to the future of the art form.

At the heart of the ENO is the drive to bring opera productions to the widest possible audience, whether at the London Coliseum, nationally or internationally. They make their work accessible by offering a large proportion of tickets at affordable prices, and by distributing it widely on screen and via digital media.

ENO's vision is to be synonymous with making great opera accessible to the widest and most diverse audiences. They work to forge ground-breaking collaborations across art forms, and their world-class productions inspire, surprise and captivate. They want to be recognised as the national centre of excellence for developing opera, and as the benchmark for nurturing new talent.

## **The opportunity**

You have overall responsibility for the Company's media and public relations strategy reporting to the Director of Marketing and Audience Engagement.



You will support the ENO brand to ensure we are setting the agenda for our external PR, enhancing the profile of the company externally and giving maximum support to the artistic programme including its influencer strategy.

You will support ENO's external affairs / stakeholder engagement work and its parliamentary and Government affairs activity.

Working across departments you will develop and maintain an internal engagement strategy overseeing all internal communications.

This role is responsible for a team of four.

## **Main responsibilities**

### Media Relations

- Implement the overall media strategy for ENO, developed with senior leadership and be responsible for all press and PR activity ensuring that it fits within the overall strategy to broaden audiences.
- You will lead your team to increase editorial spread of coverage maximising the coverage and support for ENO's artistic programme and brand messaging.
- Stimulate positive ongoing commentary and debate about ENO and its direction, and long-term brand values.
- Continue to identify and develop opportunities for the promotion of ENO through key personnel.
- Direct the company's major public announcements and deal with media enquiries in respect of announcements and corporate issues and co-ordinate response to a crisis.
- Ensure there is a programme in place to keep the media informed on non-production developments, including day-to-day media relations with journalists (news and feature and key editors etc.).
- Manage corporate press relations for the Chief Executive, Artistic Director, Music Director and Board (where appropriate) and on key issues as they arise.
- Develop proactive and reactive messaging for press coverage, all the while horizon scanning in order to identify opportunities for ENO.
- Act as the senior spokesperson and ambassador for ENO.
- Host all first night press events (which occasionally happen on Saturdays) and other press briefings and be available by telephone out of hours and at weekends.
- Develop and maintain a digital communications strategy.

### Stakeholder

- Develop and implement with other heads of departments a comprehensive programme of internal communications.
- With senior leadership, oversee ENO's stakeholder affairs programme, ensuring that ENO improves its ability to engage in open dialogue with external funding bodies and key creative industry influencers.
- Help present to the ENO Board, as required, on the Media Relations and brand strategies and any ongoing issues and performance

### Team management

- Manage the communications department, providing strong leadership to the team and supporting the organisation's goals.
- Ensure effective working relationships are maintained across the organisation for the delivery of the communications strategy.
- Effectively manage the communications budget.
- Carry out any other related duties as required.

### Key skills and experience required

- Corporate and crisis communications alongside stakeholder expertise. Knowledge of building PR and celebrity influencer strategies would also be beneficial
- Experience of managing a reactive press office whilst simultaneously maintaining a programme of proactive PR campaigns
- Experience in the arts would be beneficial and a keen interest in the opera is essential
- Experience of managing a team and working closely with marketing and different stakeholder groups to develop truly integrated communications campaigns

### Contact



James Green specialises in media relations and corporate communications recruitment. James recruits mid to senior communications professionals into prestigious organisations, across a range of sectors and specialisms.

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