

Job Vacancy

Press Officer (Maternity Cover fixed term for 1 year)

| | |
|----------------------------|---|
| Department: | Press and Public Affairs |
| Salary Range: | £23,475 - £26,084 per annum dependant on experience |
| Deadline for Applications: | Thursday 2 May 2019 (12 pm) |
| Interviews: | TBC |

Welsh National Opera is an Equal Opportunities Employer and a Registered Charity. We encourage people from any background to apply for vacancies. We are committed to creating a workforce which is representative of society and brings together people with a variety of skills and experiences to help shape what we do and how we work. We are particularly keen to hear from Black, Asian and Minority Ethnic (BAME) and disabled candidates.

All candidates must complete an application form. Forms can be downloaded at <https://wno.org.uk/about/work-forus#Current-vacancies> and submitted electronically to recruitment@wno.org.uk or in hard copy to the HR Department, WNO, Wales Millennium Centre, Bute Place Cardiff CF10 5AL.

Our Mission

Our mission is to bring the power, drama and raw emotion of opera to as wide an audience as possible in performances, marked by an uncompromising quest for artistic quality.

As a national company with international status, we sit at the heart of music-making in Wales and play a valuable role in the communities we serve in England. We work with our partners to discover and nurture young operatic talent, and provide the springboard for international careers.

Touring is our lifeblood and we strive to present the highest quality work across our artistic programme, entertaining and inspiring audiences at our operas and concerts and providing transformative experiences through our youth and community work.

Building on our 70-year history and our roots in the communities of South Wales, we aim to demonstrate to future generations that opera is a rewarding, relevant and universal art form.

More than any other company, WNO opens up the world of opera to everyone.

Our Vision

We believe in the power of opera to transform lives.

Our Values are:

Expert our people have the talent, knowledge and skills to deliver at every level with the highest quality standards

Collaborative our work is created by people coming together and working in partnership to successfully achieve common goals

Smart we are agile and open-minded, identifying new opportunities and using our resources wisely to maximise our potential

Innovative we are unafraid to challenge ourselves creatively and professionally and actively encourage new ideas

Inclusive we embrace a diverse workplace culture where people are valued. We respect and recognise each other's differences in an environment where all can thrive

Our Goals

Goal 1: Artistic

Open up opera through presentation, content, innovation and accessibility

Goal 2: Income

Unlock our creative and artistic capital to grow our income streams

Goal 3: Audience

Grow and diversify our audiences by creating a buzz, increasing engagement and becoming unmissable

Goal 4: Relevance

Increase our relevance and inspire ownership throughout Wales, England and internationally

The energy which drives the Company today is rooted in its formation in the 1940s. In 1943, WNO was founded by a group of people from across South Wales including miners, teachers and doctors. They wanted to forge an opera Company befitting Wales's rich reputation as the 'land of song'. The first rehearsals took place above a garage in Cardiff and their first performance was in April 1946 with the double bill of *Cavalleria rusticana* and *Pagliacci*. From those early days through to today, WNO has attracted some

of the world's best opera singers, and indeed offers many young singers their first steps to international renown.

David Pountney, one of the world's most influential opera directors, joined WNO to lead the Company as Chief Executive in 2011 prior to becoming the Company's Artistic Director alongside Leonora Thomson as Managing Director in December 2015.

Welsh National Opera has been led from the pit by a series of great Music Directors and has worked with many of the art form's most influential directors; traditions which continue to this day. Tomáš Hanus joined WNO as Music Director in 2016. At its heart sit the Company's two full-time ensembles, the 40 strong Chorus and 55 strong Orchestra. The Company's funding structure is unique amongst large-scale arts organisations in the UK as it receives its core funding from both the Arts Council of Wales and Arts Council England.

The Company performs at its home base – the state-of-the-art Wales Millennium Centre, Cardiff and tours in Wales and England performing to over 100,000 people each year. Today WNO is an ensemble of passionate and committed musicians, artists, craftspeople, technicians and administrators. It employs over 230 people and has a turnover of £18m.

About Cardiff – The Home of Welsh National Opera

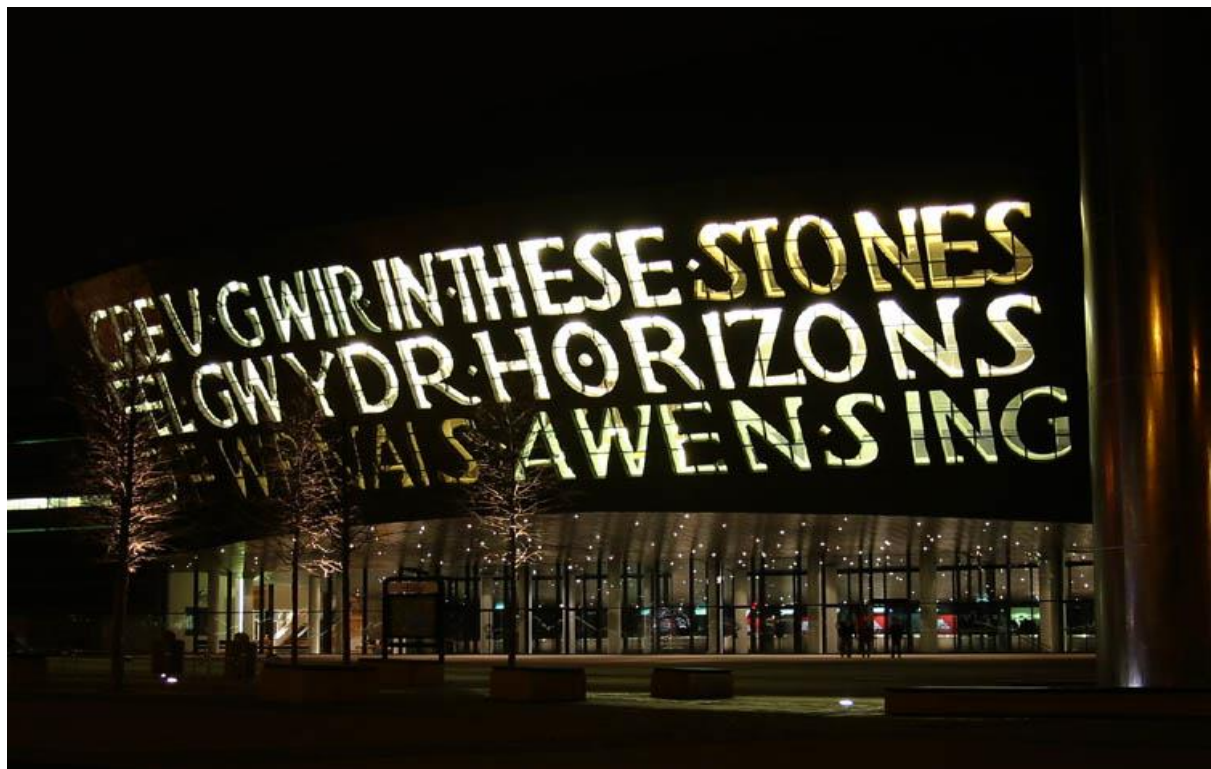
Cardiff is a city proud of its culture, history and language. The capital of Wales since 1955, Cardiff has embraced the role with vigour, emerging in the new millennium as one of Britain's leading urban centres.

Cardiff is a compact city; an ancient castle to the north of its centre; a thriving waterfront at Cardiff Bay to its south; Cardiff combines ancient history, sporting excitement, ultra-modern development, eclectic culture and activities. Cardiff is a friendly, diverse and exciting capital city, just 2 hours by train from London.

Cardiff offers a startling range of unique attractions, top class entertainment and quality shopping with a difference and is easy to explore on foot with attractions such as the National Museum Cardiff, spectacular Cardiff Castle and the impressive Principality Stadium, all within the City Centre, while Cardiff Bay is a short hop away.

Cardiff is also a thriving hub for the arts and media in Wales and internationally and a flourishing film and TV industry. Many mainstream television programmes such as *Torchwood*, *Merlin*, *Gavin and Stacey*, *Casualty*, *Sherlock*, *Upstairs Downstairs*, *The Hollow Crown* Shakespeare series of plays and *Pobl y Cwm* are all produced by BBC Wales and S4C, with *Doctor Who* attracting fans from across the globe. Cardiff also hosts many musical events including the prestigious *Cardiff Singer of the World* annual competition which draws a huge international audience of fans to the city as well as many arts and media students who chose to study at the Royal Welsh College of Music & Drama, Cardiff School of Journalism, Media and Cultural Studies is based at Cardiff University, a member of the prestigious Russell Group of leading universities and the Cardiff School of Creative and Cultural Industries at the University of South Wales.

Along with the innovative architecture of Cardiff City Centre with its historic buildings, Cardiff Bay offers a great mix of dining, shopping, activities, waterside views, arts and entertainment for everyone. At its heart is Wales Millennium Centre, the home of Welsh National Opera.



Department Description

The Development & Communications department also includes the Press and Public Affairs team. The Press and Public Affairs team influences the company communication strategy and promotes the WNO profile by liaising with journalists and critics working across all media platforms to generate press coverage for the Company and its work. The content generated by the Press and Public Affairs team informs and is utilized by other teams within WNO to effectively communicate with external stakeholders. The team handles press enquiries from around the world and is also responsible for the Company's production photography. It also oversees outside broadcasts and documentaries, liaising between the media and the artists.

Job Description

Role: Press officer

Location: Press

Responsible to: Press & Public Affairs Manager

Main purpose of role:

To work with the Press and Public Affairs Manager and the Press Manager to develop the Company's press activity, ensuring maximum positive coverage and awareness of WNO and its work, in order to increase the Company's profile and influence internationally, nationally (England and Wales) and regionally, and to maximise box office and contributed income. From time to time, the job holder will/may also provide administrative support for public affairs activity within the department.

Key accountabilities:

- Develop and maintain strong external relationships with a network of contacts in the national, regional and local press and media, including critics and photographers, to ensure an increase in the range and level of positive coverage for the Company and its work.
- Develop and maintain excellent collaborative and two-way relationships with other WNO departments and artists, as well as with closely related organisations such as venues, funders, sponsors etc, in order to maximise opportunities for media coverage and political exposure for specific projects and the Company's work in general.
- Assist the Press and Public Affairs Manager and the Press Manager in the planning, implementation and administration of the press and media plan including specific campaigns for press activity and events linked to main-scale touring seasons and also for youth & community activities, sponsorship and major announcements, in order to develop and maintain the positive coverage of the Company's work in the local, regional, national and international press and media.
- Assist the Press and Public Affairs Manager and the Press Manager in the organisation and supervision of press attendance at dress rehearsals, press nights, photo calls, television and radio recordings and interviews, including ticket allocations and hospitality to ensure an efficient service is offered to artists and the press.
- Process the distribution of production photography to the press, website, for archiving and for artists, and assist in the facilitation of the production and distribution of news releases, to ensure a high quality visual and audio profile of the Company's work is presented in the press and media.
- To maintain essential monitoring of press cuttings and associated data.
- As required supervise the work of temporary staff or volunteers to ensure efficient work practices at all times.
- Ensure, in conjunction with the Press and Public Affairs Manager, effective and up to date systems and materials are in place for the efficient running of the Press Department including: standard WNO press pack/briefing pack, photographic library and media contacts lists, magazine library, and production library.
- Provide administrative public affairs support as needed, which may include desk research and database management

- Leading on liaison with WNO mainscale touring venues and establishing relationships with new small tour venues. Responsible for maximising media coverage on tour. Holding accountability for events and communications around the tour, representing WNO when collaborating with tour venue staff and guest company artists, and being the lead contact for internal WNO staff on tour-related campaigns.
- Leading on the implementation of special projects such as Documentary filming and BBC Radio 3 production broadcasts.
- Allocation of Press tickets – for touring productions.
- Deputizing for the Press and Public Affairs Manager/Press Manager and covering their responsibilities when they are out of the office including during periods of leave and sickness. (This sometimes involves dealing with difficult press situations that have arisen that require organisational press statements. (eg regarding policy on diversity/casting/new appointments and role announcements etc)

Health & Safety

- The post carries responsibility for Health & Safety issues at Level 6 (see attached).

Press Officer

Person Specification

Essential skills, knowledge and experience:

- Knowledge and understanding of press and media
- Demonstrable interest in the arts
- Ability to effectively prioritise workload
- Experience in delivering work to strict deadlines
- Ability to manage workload and thrive under pressure
- Strong planning and organisational skills
- Attention to detail
- Confident communicator both written and verbal and ability to interact at all levels with internal and external stakeholders
- A team player who has a strong sense of their own individual responsibility and can work on their own initiative
- Ability to think and write creatively
- Proficiency with writing copy
- Accomplished numeracy skills
- Good level of IT proficiency with Microsoft applications
- Self-motivated and committed
- Educated to A Level standard in English/English Literature (or similar essay assessed subject)

Desirable skills and experience:

- Ability to write and speak Welsh
- Previous experience in a press office or media environment
- Previous experience of working in charity and/or arts PR

Employee Benefits

Pension

All employees are automatically enrolled into WNO's Stakeholder Pension Scheme (the "Plan") or such other registered pension scheme as may be set up by the Company as a Qualifying Workplace Pension Scheme three months after joining the Company, subject to satisfying certain eligibility criteria.

Maternity/ Paternity/ Adoption

We offer a generous scheme which provides payments in addition to statutory provisions.

Corporate Leisure – Gym Membership

All employees are eligible to obtain the Active Corporate Card operated by Cardiff City Council which is available at a 25% reduced rate and covers various leisure facilities throughout Cardiff.

Discounts

The Wales Millennium Centre offers discounts to residents at selected outlets within the building and selected restaurants around Cardiff Bay on presentation of ID cards.

Discounted Cinema Tickets from Cineworld

Please contact HR for an access code.

Staff Parking Discount with Q Park

We have a corporate rate with Q Park, Pierhead Street (opposite WMC).

Main Terms and Conditions

- Salary £23,475 - £26,084 per annum depending on experience per annum payable monthly by credit transfer to bank.
- The offer of an appointment is subject to receipt of two references that are satisfactory to the company.
- The appointment is subject to a probationary period of six months.
- Termination of engagement during the probationary period is by one months' notice on either side. Termination thereafter is by one months' notice on either side.
- Normal office hours are 9.30 to 5.30, Monday to Friday, with a 1-hour lunch break, but it should be understood the job involves regular work outside these hours and therefore there is a need to be flexible in working outside normal office hours and at weekends.
- Holiday entitlement is 25 days per annum (pro rata during first year of employment).
- Sickness benefit during the probationary period is at the statutory minimum. Entitlement after completion of the probationary period (26 weeks qualifying period) is a maximum of 13 weeks at full salary and 13 weeks at half salary, inclusive of statutory sick pay in both cases.
- The Company offers a contributory pension scheme.

Health and Safety

Individual Responsibilities

All Employees

(Level 6)

Every employed person, including Managers.

Responsibilities

All employees are responsible for:-

The observance and implementation of rules and systems which are derived from the Health and Safety Policy and the arrangements for its implementation.

Taking reasonable care for their personal health and safety and that of fellow employees and others who may be affected either directly or indirectly by their acts or omissions at work.

Reporting promptly to the appropriate Manager potential or actual hazards and defects.

Taking part in any health and safety training considered by the Company to be necessary in order to comply with the Company Health and Safety Policy and current legislation.

Knowing the correct action to be taken in the event of an accident, fire or other emergency.

Co-operating with Management and other employees in meeting statutory requirements.

Not interfering with or misusing anything provided to protect their health, safety or welfare which is required by legislation and using any machinery, equipment, substance or safety device in accordance with any training and instruction.