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English National Opera  
Press Officer  
Candidate Pack

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Your journey starts here...



**An introduction  
from our Chief Executive**

I'm Stuart Murphy and welcome to English National Opera.

At ENO there are a few values we live by- we strive to be world class in everything we do - in what we perform on stage and in the pit, in how we treat our customers and how we treat one another inside the company.

The thing that connects us all is that we are here to make world-class opera for anyone.

We sing in English, and take seriously our commitment to offer accessible pricing, with free tickets on Fridays, Saturdays and Opening nights if you are under 18, and lots of tickets at £10 for the rest of us.

We have an extensive learning and participation programme at the heart of our company, called ENO Baylis and we offer training, coaching, mentoring and professional development not only to our performers and to the next generation of musical talent, but to all of our staff.

Our home is the stunning London Coliseum - the largest theatre in the West End of London, designed as a people's palace of entertainment. But we are increasingly staging work outside the theatre walls.

We are fair, honest, transparent and put a premium on excellence - so if you love creating, imagining, supporting brilliant musical and theatrical endeavour, there are few places in the world that offer the scope of what we offer here.

I hope that once you have read this candidate information pack, you will consider applying for this position. We look forward to receiving your application.

Very best wishes,

Stuart Murphy, Chief Executive

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**“Inspiration is an  
awakening”**

Giacomo Puccini





English National Opera exists for everyone, creating new experiences with opera that inspires, nurtures creativity and makes a difference. Our vision is for lives changed through opera.

We take a fresh inspiring approach to opera to reflect the diversity of our culture.

We believe that opera is a living art form able to connect to people from all parts of our society. We collaborate with a range of artists and art forms as part of our commitment to the future of the art form. We sing in English, as we believe it enhances the emotional connection between performers and audiences.

We encourage creativity throughout the company and our commitment to the future of opera provides a platform to develop outstanding careers.



We are a world-class national company recognised internationally for the standard of our work. We nurture talent across the entire company including a platform for young singers to start and then develop global careers.

We connect to audiences through inspiring, accessible, world-class opera and stimulating, creative participation programmes.

We create our productions for the widest possible audiences and aim to introduce completely new audiences to the magic of opera whether at the London Coliseum, outside of our theatrical home or internationally.

We make our productions accessible by offering a large proportion of tickets at affordable prices, and through our attendance schemes.



We work with a wide range of visiting companies to generate essential revenue and welcome new audiences to share the experience of our theatre.

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

### Relevance throughout the country

We believe a national opera company has a duty to stage work that people outside the capital can enjoy. We partly do this by producing a range of digital content from our productions that can be accessed from across the globe; and we are now stepping up our ambition to perform work outside Central London with announcements planned in the future.

### Staging Distinctive world class work

ENO has always staged opera that is different. We are known as a place that embraces and encourages artistic daring and creative risk. We do this in tandem with employing British-based, British-trained talent (80% of performers last season). We develop British singers to learn opera in English, who work closely with our chorus and orchestra.

We work closely with other opera houses around the world, co-producing work. Our biggest Box Office success ever, last season's Porgy and Bess, was co-produced with the New York Met.

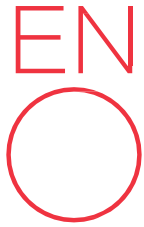
### ENO's Annual Revenue

We have a mixed business model with £12.3m a year invested by Arts Council England (we are an 'NPO' – a National Portfolio Organisation). Almost 60% of our revenue comes from fundraising, our endowment fund, ticket sales, merchandising and renting out the Coliseum to ballet and musicals.

The ACE investment goes to support a range of initiatives that we wouldn't be able to support without government money such as:

- Reduced priced tickets for those with disabilities, for schools and other audience development schemes aimed at increasing and retaining the opera audience in the UK
- Annual upkeep and insurance of the London Coliseum
- Maintain a chorus of 44 singers for nine months a year and have an orchestra all year round
- Free tickets to under 18's and community groups
- Stage opera that isn't commercially viable but important for the industry and genre
- New talent development training and learning and participation programmes
- Employ full time in house craft departments such as sets, props, costume, wardrobe, hair and make up

ENO's philosophy, to be the national opera for everyone, means we encourage people to be forward thinking and inventive throughout this exceptional organisation.



## Press Officer

English National Opera is founded on the belief that opera of the highest quality should be accessible to everyone and was set up to be for everyone. It is for this reason that we stage opera of the highest quality always sung in English. It is why we have ticket prices which are affordable, or free, if you're under 18. It is why we work with local communities to bring opera to people who might otherwise not experience it.

We are seeking to appoint a **Press Officer**. Reporting directly to the External and Internal Communication Manager, this is a vital role which will be instrumental in supporting ENO in fulfilling our ambitious vision. ENO is offering an exciting opportunity to join our Marketing and Communications team. Working with the Director of Marketing and Communications and Internal and External Communications Managers, the Press Officer will be responsible for creating and delivering imaginative media campaigns to promote a selection of ENO's high profile productions and projects.

This appointment will be made on merit, but we believe that diversity strengthens and enriches us, and that it is the responsibility of everyone at ENO to make the arts and cultural sector a more diverse and equal place. As Black, Asian and minority ethnic (BAME) and disabled people are currently under-represented at ENO, we particularly encourage and welcome applications from BAME and disabled applicants.

If it sounds like you, please complete all sections of the application form and send to the People team at [workwithus@eno.org](mailto:workwithus@eno.org).

Reporting to:

**External and Internal Communication Manager**

Location

**London Coliseum and other locations as required**

To Apply

Send the following documents to [workwithus@eno.org](mailto:workwithus@eno.org)

\* Please ensure they are sent as separate attachments

- Part 1 (Sections A-C) of Application Form
- Part 2 (Sections D-G) of Application Form
- Diversity and Equality Monitoring Form

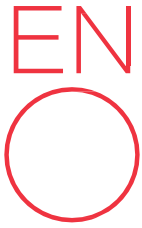
**Application Deadline**

**06 April 2021; 10am**

**Application**

**Application Form**

The role



# The role

## Key Responsibilities

- Day to day media liaison, acting as the first port of call for all media enquiries.
- Creation of proactive and creative media opportunities to secure media coverage.
- Writing of press releases, ensuring that all language and content is reflective of the ENO style guide .
- Arranging and coordinating press tickets and press nights alongside the External Communications Manager.
- Supporting the deliverance of successful and comprehensive press campaigns for ENO productions and projects alongside the External Communications Manager.
- Clearly reporting back on coverage secured, compiling reports where necessary.
- Identifying tactical opportunities to promote ENO and its work
- Supporting the Internal Communications Manager in ensuring all internal documents regarding tone of voice, Mission and Vision, Values and Behaviors are up-to-date and communicated across the company.
- Working with the Internal Communications Manager and the People team on identifying areas of improved communication within the company, particularly to further ENO's commitment to Equality, Diversity and Inclusion.
- Supporting the entire Communications team in coordinating internal and external communications, including the work of the Director of Marketing and Communications and Head of Digital Communications when necessary.
- Continually building and maintaining good relationships with key members of press across all formats, keeping all contact details updated on the database.

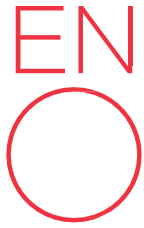
## The successful candidate will have

- An excellent communicator with a high standard of written/verbal English including good proof-reading skills
- A strong understanding of print, broadcast and online media
- Demonstrated ability to write copy and prepare campaign materials
- Collaborative and highly organized team player, able work under own initiative to meet strict deadlines across a number of simultaneous projects
- High degree of accuracy and attention to detail
- A creative thinker with the ability to identify various angles and news hooks, tailoring pitches for different media outlets and audiences
- A confident individual, able to brief senior staff members and artists, including high-profile singers, conductors and directors

## Skills and Experience

- The successful candidate will have the following skills & experience:
- Leadership, Communication & Interpersonal
- Strategic thinker with an inquisitive mind
- Strong written and verbal communication skills
- Confident presenter with experience communicating actionable insight through compelling reports and presentations
- Track record in influencing stakeholders from all parts of the organisation
- Comfortable working with senior execs to turn insight into action plans and measure success of these
- Ability to work effectively in a team and collaboratively with ENO colleagues
- Ability to develop strong relationships externally (peers, vendors, other NPOs)





## Person Specification

### Desirable Requirements:

- Relevant experience working in PR, including a proven track record in delivering successful PR campaigns
- Knowledge of working with media monitoring software (such as Gorkana) and PR distribution services (such as Roxhill)
- A demonstrable passion for theatre/music/the arts
- Awareness of the UK cultural environment

## ADDITIONAL INFORMATION

### Confidentiality

All information concerning staff, patrons and other ENO business, the disclosure of which could be detrimental to the company, must be held in the strictest confidence and may not be divulged to any unauthorised person at any time. A breach of confidentiality will result in disciplinary action being taken in accordance with ENO's disciplinary procedure and may lead to dismissal.

### Data Protection

Computer information should only be accessed if this has been authorised and is necessary as part of the postholder's work. Unauthorised action being taken in accordance with ENO's disciplinary procedure and may lead to dismissal. The postholder's attention is also drawn to the Data Protection Act 1984 and the Computer Misuse Act 1990.

### Health and Safety

The postholder has personal responsibility for safety as outlined in the safety policy and the Health and Safety at Work Act 1974.

## Equal Opportunities

The postholder will be required to abide by ENO's policies on Equal Opportunities.

## Code of Conduct

The postholder will be required to act in accordance with ENO's Code of Conduct whereby everyone shall be treated in a professional and courteous manner with full regard to the avoidance of sex, race and disability discrimination, consistent with current equal opportunities employment legislation.

## Why work at ENO?

*When you join us at ENO, we'll provide you with an in-depth induction that will introduce you to your role, your department and give you the opportunity to explore all areas of the company.*

*"My most enjoyable thing about working at ENO is working with a supportive, fun and energetic team"*

*"The variety of what we do is amazing, from drinks receptions and garden parties, to opportunities to see performances from Stage Prompt or the Flys - every day is different and exciting!"*

*"The most enjoyable thing about working in the Development team at ENO is being able to collaborate with everyone in the organisation - Marketing & Comms and Baylis, as well as the teams at the Coliseum so there is a great sense of community within the company"*

**From our second annual staff survey in May 2019, we found that:**

**89%** of people at ENO feel pride in the work they do and the results achieved

**75%** of people plan to be working at ENO in three years from now

**84%** of people in the company feel they are trusted to do their job well

### Whole Company Staff Benefits

At ENO, we believe our staff are our strongest asset, and we offer support beyond your salary. We will also invest not only in your professional development, but also in your wellbeing.

Our current staff benefits include:

### Professional Development

- Annual Professional Development Review to support your personal and career ambitions and achievements

### ENO and London Coliseum Performances

- Access to complimentary tickets for ENO and selected London Coliseum performances
- Access to a staff rate for ENO performances
- Complimentary tickets to talks, recitals and behind-the-scenes events

### Staff Well-Being Activities

- Generous annual leave entitlement
- Access to subsidised activities such as massage and yoga
- Access to an employee assistance programme

### Financial Support

- Employer pension contribution of 3%, with employee contribution of 5%
- Digital payslips accessible through mobile apps
- Staff canteen at the London Coliseum
- Star of The Month Scheme
- Employee discount programme through Perks at Work
- Interest-free travel season ticket loans
- Cycle-to-work scheme
- Eye care vouchers

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**“Imagination  
creates reality”**

Richard Wagner





### Confidentiality

Confidentiality is so important in this role and our policy is strict. All information concerning staff, patrons and other ENO business, the disclosure of which could be detrimental to the company, must be held in the strictest confidence and may not be divulged to any unauthorised person at any time.

### Data Protection

Data Protection and adherence to GDPR is equally important. We therefore require that computer information should only be accessed if this has been authorised and is necessary as part of the postholder's work. You will need to be aware of the GDPR 8 key principals, and the Computer Misuse Act 1990.

### Health and Safety

Health and Safety is so important at ENO and we would expect that the postholder will be happy to undertake personal responsibility for safety as will be outlined in the ENO safety policy and the Health and Safety at Work Act 1974.

### Equal Opportunities

Equal Opportunities is a given. We will expect the postholder to abide by ENO's policies on Equal Opportunities and Dignity at Work.

### Code of Conduct

Code of Conduct is sometimes assumed, but at ENO we will require the postholder to act in accordance with ENO's Code of Conduct whereby everyone shall be treated in a professional and courteous manner with full regard to the avoidance of discrimination, consistent with current equal opportunities employment legislation.

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English National Opera is a charitable company limited by guarantee incorporated in England and Wales (Company number 00426792). Charity Registered Number 257210



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**