



Communications Manager Job Description

Job Title:	Communications Manager
Reports to:	Director of External Relations
Supervises:	None

RSNO Overview

The RSNO is Scotland's national symphony orchestra and one of the five National Performing Companies, supported by the Scottish Government. The RSNO is a symbol of Scottish cultural excellence. Established in 1891, it continues to deliver the highest quality musical experience and enjoyment throughout Scotland, which has been shared by generations.

The External Relations Department

The Director of External Relations leads the External Relations Department. The Team consists of: Head of Development, Head of Marketing, Head of Major Gifts, Development Manager (Membership and Subscribers), Development Manager (Trusts and Foundations), Senior Development Officer, Marketing Manager, Graphics & New Media Designer, Information Services Manager, Communications Manager, Programmes Editor, Marketing Officer and External Relations Administrator.

Purpose of Role

The Communications Manager oversees all areas of the RSNO's communications with external constituents as well as managing selected internal communications. Responsible for formulating an overall public relations strategy for the Orchestra, the Communications Manager achieves this by delivering a tactical communication plan that articulates and promotes the RSNO's stated ambitions and goals.

Principal Relationships

External:

- Digital, print and broadcast media
- Policy makers (especially Scottish Government team)
- Citizen journalists
- Bloggers and vloggers
- Photographers
- RSNO partners

Internal:

- Staff
- Musicians
- Music Director
- Chief Executive
- Board members

Key Responsibilities

1. Deliver an overall public relations strategy for the organisation which:
 - a. Enhances our reputation
 - b. Maximises our revenues
 - c. Extends our reach
2. Research, write, edit and issue communications on behalf of the RSNO via multiple channels to online and offline media contacts.
3. Manage incoming media enquiries and facilitate requests for interview, comment, filming and photography.
4. Maintain a watching brief on policy makers and other key players regarding national and international matters that relate to the RSNO. Respond to these as required.
5. Horizon scan for opportunities to position the RSNO as a creative and innovative organisation.
6. Monitor, listen to and engage with external conversations relevant to the RSNO. Create or stimulate external conversations where appropriate.
7. Work with the Marketing Team to create social and other content which engages RSNO audiences.
8. Alert key members of staff to any sensitive issues that arise. Respond to these issues in a timely manner.
9. Build, develop and maintain strong relationships with all key policy makers, press and media contacts.
10. Develop relationships between the media and key members of the organisation (especially the Chief Executive and Chair of the Board).
11. Help initiate, service and support any media partnerships/sponsorships and relationships. Work closely with creative and corporate partners to maximise collaborative publicity opportunities.
12. Work with colleagues in all departments (e.g. Development, Learning & Engagement, Programming) to ensure all aspects of the RSNO's work is creatively communicated both internally and externally.
13. Create regular communications to keep the Orchestra and Staff informed of activities across the organisation.
14. Manage the PR budget. Where appropriate build a case and budget for international communications support for touring.
15. Maintain an up-to-date press contact database for all media on Raiser's Edge.
16. Support the Marketing Department in its communications, both internally and externally.
17. Manage invitations to media, key influencers and stakeholders to launch events and concerts.
18. Monitor and analyse all online and offline media content.

19. Maintain press cuttings database.
20. Circulate all online and offline media coverage to staff, Orchestra, RSNO Board and Chorus.
21. Undertake concert duties as required.
22. Undertake other relevant activities as required.

Person Specification	Criteria
Educations/qualifications	<ul style="list-style-type: none"> ▪ Degree or equivalent
Desirable experience	<ul style="list-style-type: none"> ▪ Communications including digital communications ▪ Experience of working with the media ▪ Arts experience, particularly music
Specific skills	<ul style="list-style-type: none"> ▪ Creative and lateral thinker ▪ Ability to prioritise a busy workload ▪ Ability to contribute to overall organisational strategy ▪ Excellent written and verbal communication skills ▪ Excellent interpersonal skills
General competencies	<ul style="list-style-type: none"> ▪ Information management ▪ Relationship management ▪ The confidence to represent and advocate the RSNO at external events ▪ Planning and prioritisation ▪ A 'can-do' attitude and the willingness to assist other members of the team to meet shared objectives ▪ Highly motivated, pro-active and results driven ▪ Attention to detail ▪ Able to respond well to change in a proactive and problem solving manner ▪ Highly organised and self-motivator with the ability to remain calm under pressure
Knowledge	<ul style="list-style-type: none"> ▪ Raiser's Edge (desirable) ▪ Media monitoring software
Other	<ul style="list-style-type: none"> ▪ An active interest in the arts ▪ Prepared to work weekends and evenings

Application Process

Applicants should email a CV and covering letter to recruitment@rsno.org.uk for the attention of Jade Wilson.

Salary: Commensurate with experience

Pension: Contributory pension scheme available

Location: The job will be based at RSNO Centre, 19 Killermont Street, Glasgow, G2 3NX

Hours of work: Office hours are 9:00am to 5:00pm or 9:30am to 5:30pm but the post holder will be expected to work as the job requires, including some evenings and weekends.

Holidays: 20 days per annum

CLOSING DATE: Friday 14 June 2019, 5pm