

Rebecca Driver Media Relations LLP - Head of Press - Job Description

- This position is a full-time permanent role, based at the RDMR office near Liverpool Street, London, starting from February/March, 2019.
- Working a minimum of 35 basic hours per week (Mon-Fri, 09:00-17:00, incl. unpaid lunch break), the Head of Press will also be expected to work additional hours as and when operationally required, sometimes at short notice. These additional hours of work will generally be reclaimed as time off in lieu (TOIL).
- Working in an international industry, where there is a necessity to react quickly to developing scenarios, there is an expectation that the Head of Press will be available, within reason, out of basic office hours, including weekends, to handle pressing matters, usually in tandem with the Director.
- To be available to attend events in the evening, when required. Competitive salary from £42,000 depending on experience.

Background

- RDMR offers specialist public and media relations services for the performing arts internationally and aims to provide a high-quality service at excellent value.
- The services offered are tailor-made to suit the clients' individual needs, ranging from one-off projects or events to longer-term profile building and reputation management.
- In 2010 after nearly a decade working in classical music PR, Rebecca founded RDMR. Clients include the Academy of St Martin in the Fields, BBC National Orchestra of Wales, Cadogan Hall, City of Birmingham Symphony Orchestra, Culture Mile, Guildhall School of Music & Drama, The Sixteen and Snape Maltings.
- Individual artists currently include violinist Nicola Benedetti, pianist Alexandra Dariescu, countertenor Iestyn Davies, bass singer Brindley Sherratt, heldentenor Stuart Skelton and cellist Steven Isserlis.

Main duties

- To work as the Head of Press for Rebecca Driver Media Relations LLP (RDMR).
- The Head of Press will oversee the running of the RDMR office, ensuring deadlines across the team are met.
- They will line manage the Press Assistant (to include holding regular catch-up sessions, annual appraisals, and addressing any training issues/requirements) and in time, the Press Officer.
- The Head of Press will be the Director's most senior member of staff and deputise for her as and when required.
- The Head of Press will lead on 7-10 clients which will involve developing and implementing the strategy for each client with proactive publicity campaigns across traditional and digital media, setting up interviews, briefing clients and journalists and identifying and managing any reputational issues.
- The Head of Press will also work with the Director on bringing in new business to RDMR, including writing proposals for potential new clients.

Other duties to include...

- Writing lively press releases and to manage the distribution of press releases aided by the Press Assistant where appropriate
- Attending and representing RDMR events and concerts
- Consistently looking to increase the output of positive media coverage and to raise the profile of RDMR's clients
- Maintaining and developing strong relationships and contacts with the media across all platforms including print, radio, TV and digital platforms
- Looking after press interviews, briefings, photo calls, photo shoots and other press activity, as required
- Building and maintaining good relationships with RDMR's clients, including regular communication and updates on PR activity, ensuring to carefully manage client expectations.

Person specification - required knowledge and experience

- The successful candidate should be able to exhibit extensive knowledge of western classical music and ideally possess a music degree, with a clear passion for the Arts.
- They should have at least eight years' experience working in classical music PR, bringing with them excellent existing relationships with key music and arts journalists across all platforms, including print, radio, TV and digital media.
- We are looking for an excellent communicator, able to demonstrate resilience when working under pressure.
- A motivated, confident and enthusiastic leader, the ideal candidate should have experience of line managing staff, motivating others and ensuring deadlines are met across the team and heavy workloads are prioritised.
- The successful candidate should be well connected within the classical music world and enthusiastically willing to work with the Director to bring in new business for RDMR.
- Diligent and dependable, they should be able to show that they have experience in writing and implementing PR strategies for campaigns, as well as write lively copy and press releases with strong attention to detail. Finally, the person we are looking for to fill this demanding and rewarding role should be able to demonstrate creativity, with the ability to think laterally and outside of the box, in an increasingly challenging market.