

The Hungarian State Opera is the largest public cultural institution in Hungary and the most precious valuables are its employees: it is the skill, energy, sacrifice and commitment of the artists and staff of the Opera and the external partners collaborating with us that keep the improving infrastructure operating and yield the levels of quality and activity that have attracted the world's notice.

The Strategy

By not communicating to the public that we are hiring disabled people would make their integration easier. The more they fit in, more we can hire. Since the Ministry of Human Resources supports the employment of disabled people, there is a possibility for us to develop the accessibility of our performances and buildings.

Background

Who wears Opera branded clothes, are the greatest and most experienced professionals in the Hungarian art industry. We work precise, we are as disciplined as our world-class ballet dancers, we reach our limits every day as our world-famous opera singers. We are one great team who would not be able to produce this much premieres and performances in a season without knowing how to work together so accurately as our orchestra and choir.

The Opera House is closed due to restorations until 2019 also The Eiffel Art Studios project will be completed, in the spring of the same year. We are ready to grow bigger.

New opportunities

The opening of The Eiffel Art Studios, a new cultural center in Kőbánya, will create new positions and we will be lack of human resources. Filling up these opened positions with disabled people would symbolize our diversity.

Target audience

The target audience is those young (18-30) disabled people from Budapest and its agglomeration, who have the stamina to work hard, motivated, careerist who see perspective in open positions and interested in culture, arts.

Insight

The engagement is more valuable than qualifications. Working behind the scenes can be a lot of pressure, and we become professionals by experiencing not by studying. A common problem in the Opera house is that employees do not invest enough time to be professional. It's scary for the first look, but easy job if you look it closer.

The Ask

Come up with an employment branding campaign so The Hungarian State Opera will be a desirable workplace for disabled people. Pay attention to communicating every requirement and detail properly. The main goal is their appearance in front of our visitors and audience, not talking about publicly how generous we are to give them a chance to work with us. Let them do the talk instead of any other platform.

Barrier

Because our target group live their life mostly isolated, it's a challenge to communicate with them.

Budget

We want to invest more into our new employees, not into finding them. Try finding a way which is tricky not which is unnecessarily big.

(~1.5 M HUF)

Timing

Until the inauguration of The Eiffel Art Studios project.