



ROYAL  
OPERA  
HOUSE

## **JOB DESCRIPTION**

**Title:** Content Producer for Learning and Participation (L&P)

**Reports to:** Lead for Engagement Content; dotted line to Head of National Programmes (L&P)

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### **Main Purpose of the Job**

To take forward the development and delivery of the Royal Opera House's digital content for Learning and Participation, as determined by the Learning and Participation Strategy.

To work closely with the Lead for Engagement Content and collaboratively with the Learning and Participation team in order to develop content that will engage learning audiences with opera, ballet and theatre craft to build a community of engaged participants.

To play a key role as the link between Audiences and Media and Learning and Participation plans for content and events.

### **Main Responsibilities**

#### **Strategy and Management**

- Deliver excellent content via digital media platforms, ensuring that strategic goals are delivered effectively
- Work with the Director of Learning and Participation, Lead for Engagement Content and other colleagues to devise, plan, implement and manage the content for the Learning Platform
- Delegate tasks to Assistant Producers within Creative Studios
- Articulate the vision of projects to ensure buy-in from the immediate teams, the wider ROH and users

#### **Content Production**

- Oversee the content of the L&P platform and generate and deliver innovative and effective content to fulfil Learning and Participation objectives particularly in relation to the National Programme (including but not limited to AV and audio) for reaching L&P audiences
- Deliver all agreed content with available staffing resources and budgets
- Work closely with Director of Learning and Participation, Learning and Participation Managers and teachers to devise and deliver content in order to achieve agreed targets, prioritizing carefully
- Contribute to the scoping and delivery of digital projects, collaborating closely with the Digital Products team

- Undertake research and user testing gathering requirements from users, project stakeholders and internal teams

### **Project Management**

- Schedule and manage projects, planning from concept to delivery, agreeing and adhering to deadlines
- Undertake internal and external liaison with key departments to ensure efficient delivery of projects
- Oversee effective logistics management of all activity, planning filming/recording sessions from end to end
- Book and contract artists and presenters, ensuring that they are appropriately briefed
- Negotiate rights and licenses for content, in close collaboration with Business Affairs
- Work closely with budget holders across Learning and Participation to deliver content according to agreed priorities
- Ensure that all activity conforms to financial, legal and statutory policies such as Data Protection, Health and Safety, Child Protection, Licensing and Insurance
- Evaluate and document all projects, assessing their outcomes according to an agreed framework
- Provide reports on project progress with financial statement and analytics for funders and stakeholders as required
- Ensure data is collected on attendees in line with ROH procedures and GDPR and analysed to provide evidence of impact

### **Continuous Improvement**

- Champion the use of Tessitura across Learning and Participation
- Keep abreast of current thinking and best practice in digital learning
- Contribute to a culture of continuous improvement and technical and creative innovation
- Play an active role in both Creative Studios and the Learning and Participation teams, contributing to the efficient running of the departments
- Foster a culture of information sharing, collaborative team working and service excellence across Creative Studios and Learning and Participation
- Manage own learning and continuous professional development relevant to the role

### **Key Performance Indicators**

- Delivery of excellent digital products and content for Learning and Participation audiences, according to the Learning and Participation Strategy
- Successful relationship management across the Royal Opera House, in particular within Learning and Participation and Creative Studios
- Contribution to the Learning and Participation team's awareness of current thinking and best practice in digital learning
- Contribution to a culture of information sharing, collaborative team working and service excellence across Creative Studios and Learning and Participation

# PERSON SPECIFICATION

## Essential Knowledge, Skills and Experience

### Content Production

- Experience of producing and commissioning high quality AV content for Learning and Participation audiences
- Excellent written skills, including copy-editing and experience of writing for digital learning platforms
- A thorough understanding of the current educational context, and knowledge of how best to deliver learning through digital technology
- A proven track record of demonstrating sound editorial judgement based on a good understanding of objectives and target audience
- Awareness of legal and rights issues relating to digital media content as well as specific areas such as data protection
- Interest in the performing arts

### Project Management

- High level project management skills, with the ability to deliver projects of national significance effectively and efficiently, to budget and deadlines
- Knowledge of standard electronic office packages (MS Office) and Adobe Suite design-related software (including InDesign, Photoshop)
- Ability to manage a portfolio of projects and work to given priorities

### Relationship Management

- Strong communication skills in person and in writing with the ability to influence and engage people internally and externally
- Ability to work effectively within a team, operating collaboratively in order to achieve outstanding results
- Strong relationship management skills, and the ability to maintain good relationships with a variety of staff and artists at all levels of the organisation

### Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous professional development relevant to the role

*This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.*

