



Social Media Apprentice

Job Description

What does the Social Media Team do?

The Social Media Apprentice will be based in the ROH's social media team. This is part of the Communications (Comms) team within the wider Audiences and Media department.

The Communications team oversees all outgoing messages and content from the ROH and is tasked with securing positive coverage for the ROH and its resident companies through press, public affairs, stakeholder engagement and social media activity, ensuring content from our own channels is effectively coordinated and messaging is aligned.

The Social Media team is responsible for promoting the work of the ROH and engaging existing and potential new audiences with our full range of work. Working closely with colleagues from the wider Communications team, they create or commission all the social media content we post on our channels including Facebook, YouTube, Instagram, TikTok, Twitter and LinkedIn.

Purpose of the apprenticeship

This apprenticeship role will support all the activities of the Social Media team, particularly content creation and distribution, and will give you experience in a busy and fast paced environment. By the end of the apprenticeship you will have a clear understanding of a social media assistant role working in an arts, media and entertainment environment.

What is involved?

You will work within the Social Media team in Covent Garden. You will work towards a Junior Content Producer Apprenticeship Standard which will be delivered by All Spring Media (www.allspringmedia.co.uk). The majority of the learning required to achieve the qualification will be done in the workplace.

- You will be released from the workplace to attend scheduled workshops (in week long blocks) or to undertake individual study.



Role / Title:

Social Media Apprentice

Reports to:

Apprenticeships Manager

Line managed by (daily basis):

Head of Brand Engagement and Social Media



What is involved? (cont.)

- You will be supported throughout the apprenticeship by the Head of Brand Engagement and Social Media and the HR team.
- Work is carried out at our theatre in Covent Garden.
- The working week is 40 hours, which will largely be scheduled between 10am and 6pm. However, there will also be out of hours, evening and weekend work within this role.

Who will you be working with?

You will work alongside a variety of people and departments throughout the apprenticeship, but you will work most often with the following individuals and teams:

- Other members of the Social Media and Communications teams
- Members of the Audiences and Media department
- People from every other department at the ROH who are also supported by the Communications team.
- External partners including social channels and media agencies

What will you do in the workplace during the apprenticeship?

- Put all skills learnt with the training provider, and with the Social Media team, in to practice through participating in the day-to-day work of the department.
- Work alongside the Head of Brand Engagement and Social Media to support the delivery of content that supports ticket sales both in-theatre and online, UK and international cinema relays, Big Screen relays and donations.
- Support World Ballet Day and World Opera Day content as well as other key campaigns throughout the year.
- Create copy which encourages engagement.
- Collate assets which effectively communicate our key messages in a platform-appropriate way.
- Create social media assets for Instagram Stories, TikTok posts and similar.
- Support the Social Media Editor in looking for future trends and new opportunities as well as identifying risks.
- Support work with external partners and agencies (including social channels themselves) and maintain smooth working relationships. Support the Social Media team to establish new partnerships.
- Analyse and review the effectiveness of content and campaigns.
- Provide general office and administrative support to Comms team.
- Develop an interest in and keep in touch with best practice.
- Participate in any extra training as necessary.
- Carry out any other reasonable duties as requested by the Head of Brand Engagement and Social Media and other senior staff in the communications function.
- Attend regular meetings with line manager and the Apprenticeships Manager to review progress.
- Submit learning logs and diaries to the Apprenticeships Manager.



Social Media Apprenticeship

Minimum Essential Requirements

- You must be **18 years old or over** on Monday 6th September 2021.
- You **must not have** completed a degree or equivalent in the UK or elsewhere.
- You **must have** work authorisation for the UK.
- GCSE English at Grade C or above (or equivalent)
- GCSE (or equivalent) in Media Studies, film or photography production (or similar) would be an advantage

What are we looking for in a Social Media Apprenticeship?

- Excellent people skills, especially the ability to deal effectively with a wide range of people including artists, crew and other creative talent
- Familiarity with the social platforms which we use
- Good IT skills, ideally with some experience of using Microsoft Office
- An interest in the arts, entertainment and media
- A good standard of written/verbal English
- Ability to work accurately and with attention to detail
- Accurate data entry skills and good basic numeracy
- Diplomacy and sensitivity
- Excellent team working skills
- A high respect for confidential information
- Self-motivated to acquire new skills and knowledge
- A helpful and positive attitude

Note:

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

