



ROYAL OPERA HOUSE

JOB DESCRIPTION

Title: Engagement Content Producer

Reports to: Lead for Engagement Content

Main Purpose of the Job

To work on the creation and support the delivery of engaging content (primarily written content) for our audiences across a wide range of formats and platforms (print and digital)

To create resources about ROH productions for use as accurate and reliable reference tools in-house

To work collaboratively and contribute to the content planning process

To maintain and develop relevant systems skills and subject matter expertise (SME); SME should be in either opera and music or ballet and dance

To uphold a culture of continuous development and continuous improvement

Main Responsibilities

Working to the priorities set by the Lead for Engagement Content:

Copy writing and content creation

- Write fresh, lively and engaging copy or support content creation for a variety of different audiences about the work of the ROH, including but not limited to:
 - Short form copy about a variety of events and productions
 - Longer form content including interviews for production programmes
 - Promotional copy for a range of production-related outputs, including third party websites and platforms (such as Netflix, BBC.co.uk) and DVD/Blu-ray releases
 - Straplines for trailers and ad campaigns
 - Scripts for video/radio marketing assets and suggest extracts from recordings for social and marketing films
- Commission writers for articles for production programmes and other print or digital projects
- Research and write multiple synopses targeting different audiences for a variety of productions
- Research, write, edit and update biographies of performers and creatives for a range of purposes, including website People Pages, programme biographies and corporate promotional opportunities

Content delivery process and QA

- Support the content delivery process to ensure quality output for art-form related content with a range of services, proof-reading, checking, copy-editing, consulting and sign-off
- Content for QA includes: digital cast sheets for performances, programmes, article texts for web and print, press releases, CRM copy, dvd artwork and marketing collateral
- Work as a team with the other Engagement Content Producer and other team colleagues as needed for any delivery process and QA work
- Keep up to date on planned release timelines and production schedules for:
 - Programme and newsletter content
 - Long form and short form contextual content output across multiple platforms (season guide, programmes, magazines, website, VOD platform, cinemas, third-party outputs)
- Proactively maintain and promote editorial standards:
 - Advocate for house style and tone of voice
 - Uphold brand values and aesthetic
 - Mentor team colleagues in writing and editing expertise

Reference tools and research/SME

- Create accurate and reliable resources about ROH productions for reference use across all teams in Audiences and Media
- Undertake contextual picture research for illustrating programme articles, web projects and other outputs
- Maintain and develop relevant subject matter expertise on the art forms, artists and productions presented at the ROH, working to the priorities of the artistic programme each Season

Content planning process

- Contribute to the planning process and discussions about web and printed content for programmes, magazines and events
- Work collaboratively with all relevant stakeholders, team colleagues in Audiences and Media and external contributors

Continuous improvement

- Ensure that all work upholds the image and ethos of the Royal Opera House and its Companies
- Manage own learning and continuous professional development relevant to the role
- Contribute as a team player within the ROH Studios team
- Uphold ROH Values and Behaviours across all aspects of the role and support our goals for diversity and inclusion
- Contribute to a culture of innovation and continuous improvement

PERSON SPECIFICATION

Essential Knowledge / Skills and Experience

Copy Writing and Content Creation

- Excellent journalistic writing skills with substantial experience writing and editing engaging content about our art forms (either opera and music or ballet and dance) for print and web
- Substantial print/online publishing and editorial experience
- Ability to support the content planning process
- Excellent command of English language, both conversational and written, able to uphold house style and standards of written output
- Excellent proofing skills and ability to turn around complex proofing tasks to given timelines
- The ability to develop these technical skills further

Subject Matter Expertise

- The ability to produce and commission engaging content drawing on a level of subject matter expertise in **either** opera/music **or** ballet/dance and their cultural and historical contexts
- The ability and interest to research and develop this subject matter knowledge further in order to create content which will drive audience engagement

Systems and Office Skills

- Highly proficient MS Office 365 user
- Ability to become operational as required in Adobe InDesign, cloud-based writing, editing and proofing systems
- Experience of working in a highly deadline-sensitive environment, working with thoroughness, detail and accuracy
- Excellent administrative, time-management and organizational skills and ability to manage a busy workload
- Ability and commitment to learning new software and systems and adopting new processes as required to support the smooth running of the department

People Skills

- A natural team player with a proven ability to respond promptly and flexibly to last-minute requests
- Proven ability to remain calm in the face of multiple demands
- Ability to liaise effectively with people at all levels
- Ability to work sensitively and diplomatically with multiple teams with differing needs across an organization

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.