



ROYAL  
OPERA  
HOUSE

## **JOB DESCRIPTION**

**Title:** Digital Content Assistant

**Reports to:** Lead for Engagement Content

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

To learn to use a range of tools, systems and platforms and follow the delivery procedures in ROH Studios

To support the Engagement Content team in updating and maintaining content across a variety of digital channels and platforms

To work on designated content preparation projects and gradually develop ownership of a range of content-related responsibilities

To follow procedures to ensure the content we present to our audiences is accurate and current

To service the schedule of performances with content updates as required, working to hours notified in advance which may include evenings, occasional weekends or bank holidays

To support a culture of continuous development and continuous improvement.

### **Main Responsibilities**

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

#### *Learning Curve*

- Develop proficiency in a range of software tools, systems and processes used routinely in the ROH Studios teams
- Become familiar with the work of the team, and the deadlines and lead times needed for content delivery including updates and amendments
- Become sufficiently familiar with the content, including House styles, names of artists and creatives for designated projects in order to become operational in the role in a relatively short period of time

### *Content Preparation and Delivery*

- Update and maintain ROH website content, responding to Web Updates requests and queries and escalating where required
- Work alongside Engagement Content team and Ticketing Setup to schedule ROH homepage changes, event launches and 'What's On' for stage, cinema and stream
- Assist in the coordination of online multimedia content as directed, including tagging and checking assets on ROH YouTube and Flickr platforms
- Prepare text in relevant formats (Word and plain text editors) for use by content and design teams, and proofread content as required
- Support content updates and administration on several platforms and databases for multiple outputs:
  - Updating and maintaining day-to-day edits and corrections to content on the ROH website
  - Scheduling graphic assets on Front of House screens
  - Inputting data for, and administration of, streamed video releases
  - Inputting information into content databases as directed to ensure correct casts and creatives for daily opera and ballet performances, working to the performance schedule including some evenings, occasional weekends or bank holidays

### *Best Practice Content Management*

- Follow department procedures for archiving finished documents for internal reference (including programmes, production resources, members' magazine issues etc)
- Follow department standards of asset management and undertake filing and processing of documents as directed

### *Teamwork*

- Develop good working relationships across ROH Studios and all relevant parts of the Royal Opera House
- Proactively support the Engagement Content team in delivering to key priorities
- Work with designated points of contact for specified projects and deliverables, as required
- Contribute as a team player within the ROH Studios team

### *Continuous Improvement*

- Contribute to a culture of continuous improvement and technical and creative innovation
- Ensure that all content and services uphold the image and ethos of the Royal Opera House and its performing Companies
- Manage own learning and continuous professional development relevant to the role
- 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**

#### *Supporting Digital Content Delivery*

- Experience of supporting the creation and delivery of digital content, accurate updating of content
- An understanding of how to upload content to a digital platform
- A good working knowledge of a range of tools for managing digital content, including working with text, data, images and AV (tools such as HTML, databases, Adobe Creative Suite or similar)

- The ability to input accurate data and to check print and digital content for accuracy and consistency against authoritative sources
- Ability to proofread and check draft content, including text, spelling of names, punctuation, layout and visual displays
- General awareness of the workings of social media and multimedia content management platforms
- The ability and interest to build on these technical skills and knowledge and understanding of subject matter

#### *Workload Management*

- Highly proficient MS Office 365 user, including Word and Excel
- Experience of working in a highly deadline-sensitive environment, working with thoroughness, detail and accuracy
- Ability and commitment to work to a varied schedule when required and notified, including some early evenings and occasional weekends
- Excellent administrative, time-management and organizational skills and ability to manage a busy workload according to given priorities
- Ability and commitment to learning new software and systems and adopting new processes as required to support the workflows in the team

#### *People skills*

- A team player with a proven ability to respond promptly and flexibly to changed priorities or last-minute requests
- Proven ability to remain calm in the face of multiple demands
- Ability to liaise effectively with people at all levels
- A very high standard of written and spoken English
- 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.*