



ROYAL
OPERA
HOUSE

JOB DESCRIPTION

Title: Assistant Content Producer (Digital)

Reports to: Engagement Content Producer (Digital)

Main Purpose of the Job

The Royal Opera House continues to lead the way in opera, ballet, music and dance both live on stage and through multiple digital platforms, from live streaming and social media to worldwide cinema screenings. The work of our Audiences and Media team focuses on growing the love, advocacy and demand for the art presented by the Royal Opera House, allowing us to also grow our audience-generated revenues.

We are looking for an Assistant Content Producer to assist the Engagement Content team in creating, checking and managing content for the Royal Opera House's digital outputs, including our website and other digital platforms. This role focuses on improving the user experience for our audiences, delivering information about our venue and creating services that are clear and accessible. Knowledge of opera and ballet is not essential, as you will be working in a team that includes subject matter specialists.

Main Responsibilities

Working to priorities set by the Engagement Content Producer (Digital):

Content Development and Delivery

- Plan, write and execute user-centered content, with a focus on microcopy, service content and interface copy.
- Work with editors, copywriters, and content creators to develop engaging copy and strategies with the aim of improving the user interface
- Maintain consistency with our brand tone of voice
- Be the first point of contact for any inconsistencies or improvement ideas for the content associated with our digital services

- Coordinate with Graphic and Digital Designers as well as Image Coordinators in the development of illustrations, graphics or icons for product features
- Participate in user research about our products and the wider market
- Have an interest in working with user journeys and wireframes
- Have an interest in improving accessibility to and within our digital products

Continuous Improvement of Digital Content

- Deliver continuous improvement to content and re-write content with a user focus
- Proofread and edit a range of digital content, as required
- Support the Engagement Content team in updating and maintaining content for all digital outputs
- Participate in specified projects, campaigns or events; preparing content, including UX writing, as well as uploading content to website or other digital platforms

Teamwork

- Maintain 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 and deadlines
- Work with designated points of contact for specified projects and deliverables, including following up with key contacts for collecting content or content approvals, as required
- Contribute as a team player within the ROH Studios team
- Provide cover for the Digital Content Assistant on occasion as required

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

Content development and delivery

- Experience of content creation and delivery using software for digital publishing, including Content Management Systems
- Ability to adapt swiftly to using a range of tools for managing and engaging with digital content, including HTML, databases and wireframes

- Ability to adapt swiftly to working with text, images and AV, including through the use of Adobe Creative Suite and/or digital design software
- Excellent attention to detail and accuracy, able to fact check against authoritative sources, proofread and follow best practice procedures
- Interest in the arts and culture and the ability and interest to develop understanding and knowledge of content related subject matter

Workload Management

- Highly proficient MS Office 365 user, adept in Word and Excel
- Experience of working in a highly deadline-sensitive environment, working with thoroughness, detail and accuracy
- Proven ability to respond promptly and flexibly to changed priorities or last-minute requests
- Strong organisational skills with the ability to prioritise own workload and understanding of when to escalate a problem
- Ability to grasp key issues quickly and, when necessary, to deal effectively with complex situations at short notice
- Ability and commitment to learning new software and systems and adopting new processes as required to support the workflows in the team
- Ability to work across teams and disciplines, including with developers, as directed
- Ability to work to a varied schedule when required and notified, including occasional early evenings and weekends

People skills

- Ability to deal effectively with a wide range of people and work collaboratively
- A very high standard of written and spoken English
- Consistent high level of care and responsiveness
- Proven ability to remain calm in the face of multiple demands
- Ability to maintain good working relationships with an understanding of the needs and working methods of artists and theatre personnel
- Ability to work sensitively and diplomatically with multiple teams with differing needs across an organisation

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- The ability to assimilate new information, and develop new skills or hone existing skills, to be able to deliver work to a high standard
- Commitment to managing own learning and continuous 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.