



ROYAL
OPERA
HOUSE

JOB DESCRIPTION

Title: Marketing Copywriter
Reports to: Head of Marketing Campaigns

Summary

The Royal Opera House is one of the world's most celebrated theatres and the home of The Royal Ballet, The Royal Opera, and the Orchestra of the Royal Opera House.

The Royal Opera House's Audiences and Media Department plays a vital role in the success of the Royal Opera House, telling the story of the organisation and encouraging people to engage with us – whether by attending a performance, seeing a live screening at the cinema, streaming a performance online, or coming in to enjoy the shop, bars, and restaurants in our iconic Covent Garden building.

As a key member of the Marketing team, the Marketing Copywriter will be responsible for writing and editing creative marketing copy for a variety of marketing channels and will lead on the development of content SEO for the Royal Opera House website.

Main purpose of the job

To develop and deliver creative and effective copy for marketing campaigns across multiple channels.

Lead on the delivery and optimisation of website content for SEO, working in close collaboration with the Content team and media agencies.

Deliver content for marketing emails and proofread all marketing emails.

Main Responsibilities

Copywriting and editing

- Develop creative, audience-focused marketing copy for campaigns across multiple platforms, including email, website, and advertising
- Lead on SEO strategy to improve search rankings, reach audiences based on relevant search, and drive conversions to help meet KPIs
- Write copy for Google AdWords campaigns in response to search trends to drive clicks through to site
- In collaboration with the CRM team, develop copy for emails to drive engagement from our existing audiences and to maximise revenue through this channel
- Proofread and sign off all marketing emails in close collaboration to ensure consistency and accuracy across all of our email content
- Create copy variations and tailor copy for different audience segments, across paid media and email, develop learnings and help to optimise campaigns and increase ROAS
- In collaboration with the Engagement Content Producer (Digital) devise copy for bespoke landing pages for campaigns to reach specific audiences or for certain products
- Collaborate with teams across Audiences and Media to create copy banks for specific marketing campaigns
- Collaborate with the in-house engagement content producers for ballet and opera to position production copy to engage different target audiences
- Work closely with the marketing campaigns team on copy for advertising, including copy for social ads, video trailers and straplines for posters and digital banners etc.
- Respond to data insights to review content performance and optimise campaign copy, to create maximum impact
- Contribute to the development of in-house style guides to ensure a consistent tone of voice across channels
- Ensure brand standards and tone of voice are properly implemented in all marketing copy
- Other duties as allocated by Head of Marketing Campaigns to ensure smooth running of the team and its workload

Stakeholder engagement

- Develop strong relationships and work closely and collaboratively with internal stakeholders to ensure high quality copy and consistent tone of voice across channels
- Partner with other teams within Audiences and Media, and other internal stakeholders to deliver copy to defined objectives
- Work collaboratively with designated media agencies

Continuous Improvement

- Continually strive to raise the bar of creativity for our content and copy production
- Play an active role in the team, contributing to the efficient running of department operations
- Keep in touch with best practice, trends and new technologies or tools relevant to the sector and the role
- Contribute to a culture of innovation and continuous improvement

- Manage own learning and continuous professional development relevant to the role; undertake any training as needed
- Uphold ROH values and behaviours: Treat each other with **R**espect | Be **O**pen | Value the **H**ighest Standards
- Promote and foster a culture of information sharing, collaborative working and team working

Key Performance Indicators

- Driving increased traffic to site and conversions through our various channels
- Delivery of accurate and effective copy
- Work is delivered to agreed priorities and timelines
- Demonstrate a good standard of skills and knowledge of ROH systems and relevant technology
- Uphold department policies and procedures, including brand standards and Data Protection standards
- Effective team working and sharing of information as required
- Effective communication and relationship management

PERSON SPECIFICATION

Copywriting

- Clear and effective writing style
- Excellent track record of delivering copy for marketing purposes, including advertising and email
- Experience of developing and delivering SEO strategy
- A creative, innovative and audience-focused approach
- The ability to adapt style for different channels and/ or to engage different target audiences, whilst keeping within overall brand tone of voice
- Excellent attention to detail and proof-reading skills
- Experience of optimising copy based on performance

Workload Management Skills

- Strong organisational skills with the ability to prioritise your own workload and meet deadlines
- Ability to work towards objectives set and consistent performance under pressure
- Excellent attention to detail and accuracy with strong proofreading ability
- Ability to deliver work to a high standard while under pressure

People Skills

- Excellent communication skills, with a high standard of written and spoken English
- Effective relationship management skills; able to deal effectively with a wide range of stakeholders and at all levels internally and externally
- Experience of working effectively with multi-disciplinary teams

- Professional and confident manner with a high standard of customer care and responsiveness

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

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