



JOB DESCRIPTION

Title: Digital Strategy Manager, National Schools Programme

Reports to: Head of National Schools Programme

Line reports: Communications and Digital Manager

Role Context

The mission of the Royal Opera House (ROH) is to enrich the cultural life of the nation by growing the public enjoyment and appreciation of exceptional ballet and opera.

We aspire to be a global centre of excellence for the great art we produce and for the inclusive way we do it. We want to grow our reputation still further, demonstrating our social and environmental responsibility.

We are home to three of the world's great performing art companies: The Royal Ballet, The Royal Opera and the Orchestra of the Royal Opera House. We tell stories that speak to the universal themes that move us all, from the great works of the past to new commissions, reflecting contemporary culture and concerns. Our theatres are in London's Covent Garden, but our work is accessed and experienced across the UK and globally through touring partnerships, cinema programmes, radio, TV and online streaming.

We are a National Portfolio Organisation, supported by the British public via Arts Council England, and a registered charity, receiving donations from those who share our ambitions.

About ROH Learning and Participation (L&P)

Learning and Participation (L&P) is central to ROH's mission to enrich the cultural life of the nation. An extensive programme, based at our Covent Garden and Thurrock homes and across England, aims to inspire creativity and give people of all ages the chance to discover, question and respond to the power of our artforms.

The L&P programme is distinctive in its scale and ambitions, involving more than 50,000 annual participants across three strands:

- an award-winning, multi-disciplinary National Schools Programme, which encompasses our role in supporting important school and pupil outcomes via our Create & Learn classroom schemes and teacher training, as well as our role as a 'Bridge' organisation with specific focus in the East of England.
- talent development work through opera and ballet training networks, and
- enriching participatory events at our Covent Garden home.

Main Purpose of the Job

Lead the strategy and delivery of the digital elements of our National Schools Programme, helping teachers and their students to discover and learn about opera and ballet.

Design, develop, own and maintain content for digital engagement that meets the needs of its users and drives the reach and growth ambitions of the wider

National Schools Programme. Clearly express a content strategy vision to L&P programme leads and producers, and other key stakeholders at ROH, to enhance engagement across the organisation.

Establish and develop effective internal relationships at ROH across our multidisciplinary teams and business owners, through which key elements of your digital strategy can be supported, enabled and delivered.

Lead ongoing discovery research in schools to understand the needs of young people and their educators. You'll use the insights you gain to spot opportunities to iteratively develop content, products and offerings that meet those needs, driving greater take-up and engagement.

You'll work collaboratively with colleagues within the Royal Opera House in particular with those working in the L&P team, Information Technology and Audiences & Media to develop content and services of the highest creative, pedagogical and technical standards.

Main Responsibilities

Programme Development

- Lead the overall portfolio of ROH's digital learning offer for schools
- Lead improvements to the ROH school's site based on data and customer insight
- Lead content development processes, ensuring that excellent content is delivered in line with user needs, strategic goals, and ROH brand standards
- Deliver all agreed content with available staffing resources and budgets
- Manage the prioritization of projects, budgeting and resource allocation across the portfolio
- Lead end-to-end project management, developing project documents and work plans with timelines and assigned owners, working closely with the Digital Products team to scope and prioritise tech improvements and ensure delivery
- Understand how our digital learning offerings are used, by developing a small set of key metrics that help us and our stakeholders across the organisation understand and take action to improve take-up and engagement
- Oversee marketing and promotion by commissioning external agencies where needed
- Keep in touch with developments in digital learning in the education and commercial sector to ensure best practice

Stakeholder Management

- Keep in touch with developments in digital learning in the education and commercial sector to ensure best practice
- Develop a strong understanding of the needs of the digital learning programme to further the goals of the National Schools programme, the drivers and opportunities for improvement
- Work closely with colleagues across L&P, Audiences & Media and IT to ensure effective team working to achieve departmental impact
- Lead on identifying education technology partners or education marketing partners to achieve objectives

Financial Management

- Lead the financial management of the programme, setting budgets and monitoring against targets and managing all financial transactions.
- Work closely with the Financial Controller and General Manager to ensure all budgets are on track. Produce accurate forecasts of income and expenditure accounts as necessary.

Evaluation and Data Monitoring

- Lead evaluation across the programme with both internal and external evaluators, ensuring that feedback is gathered in line with ROH

- processes, analysed and reports compiled
- Prepare proposals and reports for funders in close collaboration with stakeholders in our Development department
- Ensure Event Reports are compiled at the end of each digital event, analysed and learnings acted on. Report any incidents adhering to L&P systems
- Lead data collection in line with L&P systems, ensuring that accurate records are kept and produce reports where necessary

Compliance

- Ensure a safe, inclusive and welcoming environment by adhering to all compliance requirements including Health & Safety; Safeguarding; Insurance; Equality and Diversity; management of data in line with GDPR; UK Border Agency checks
- Ensure fiscal responsibility and adherence to ROH financial policies
- Ensure all copyright and licenses are secured, working with Business Affairs as necessary
- Ensure all media and image permissions are secured and all records of photography and recordings are saved and securely stored

Contribute to wider L&P efforts

- Play an active role across the L&P team to ensure an integrated approach is achieved
- Act as an ambassador for ROH L&P, positively promoting the full portfolio of our work internally and externally

Behaviours

- Uphold the ROH values and behaviours: Treat each other with Respect - Be Open - Value the Highest Standards
- Proactively demonstrate a commitment and contribution to the Royal Opera House's health and safety culture in all activities
- Actively promote the value of diversity and diverse perspectives in all work
- Ensure confidentiality, in line with organisational policy and data protection requirements
- Actively contribute to own professional development, developing and maintaining knowledge and understanding of legislative changes and best practice developments
- With the other members of the team, share responsibility for housekeeping and the maintenance of standards within the department.

This role forms part of a large department and on occasion you may be asked to support other projects and programmes as required.

This position is based in Covent Garden but may, on occasion require work in other locations of England as directed.

This position is a full time, 40 hours per week role and may require occasional weekend and evening work.

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

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience

- Strong track record of producing best-in-class digital content in a matrixed environment, with subject matter expertise in content, marketing, and digital product development, and strong understanding of analytics, growth and web product effectiveness
- Advanced project management skills, with effective leadership with experience of using standard collaboration tools for e.g. (MS Office, Teams, Slack, Trello, Jira), user insights software (Google Analytics, Data Studio, Tableau, Hotjar), CMS systems, and UX / Product design tools
- An understanding of the current educational context
- Strong communication skills (verbal and written) with the ability to influence stakeholders using logic and data.
- Excellent written skills, including copy editing and experience of writing for digital platforms
- Ability to work effectively within a team and develop strong relationships with colleagues in various partner teams, at all levels of the organisation

Other Desired Knowledge, Skills and Experience:

- An understanding of the tools and technology used by schools and teachers
- Knowledge of opera/ballet repertoire and rehearsal/production practice, theatrecraft and design disciplines, and performing arts education
- Awareness of legal and rights issues relating to digital media content as well as specific areas such as data protection
- Experience of producing and commissioning high quality AV content
- Experience leading focus groups, user research, or market research
- Experience implementing project management tools and systems with cross disciplinary teams in a matrixed environment

