



JOB DESCRIPTION

Title: Social Media Content Manager

Reports to: Marketing Manager: Organic

Summary

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

The Royal Ballet and Opera's Audiences and Commercial Division 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 Social Media Content Manager will be responsible for narrative content planning and copywriting, supporting commercial partnerships and leading on community management for the Royal Ballet and Opera social media channels. This role will also support the achievement of our social media objectives – changing perceptions of the newly revised Royal Ballet and Opera brand, broadening reach and diversifying our follower base, and building loyalty and retention.

Main purpose of the job

Lead on the delivery of all content planning, copywriting and community management for organic social media, supporting on commercial partnerships and influencer activity, and working in close collaboration with teams across the Audiences and Commercial Division.

Main Responsibilities

Content planning and copywriting

- Craft engaging narratives about the Royal Ballet and Opera, taking a journalistic approach across the Season to share our brand stories.
- Identify, brief and commission series of social-media first content which speak to our Season narratives, providing interest and relevance for followers.

- Write copy for all content across the Royal Ballet and Opera organic social media suite, which is channel-specific and tailored to the strengths and requirements of each social media platform in line with the Social Media Strategy.
- Work closely with the Marketing Manager: Organic, Social Media Content Producer and Social Media Apprentice to plan, brief and create content, making sure assets and copy align.
- Uphold the Tone of Voice and Brand Guidelines, and champion social media as a key platform for telling our brand stories.
- Consult key stakeholders for approvals and sign-off on copy.
- Liaise with the Paid and CRM teams, as well as Comms, to ensure joined up messaging across owned, earned and paid channels.
- Collaborate with the Studios team, particularly the Engagement Content Producers (Digital) and Surtitling team to ensure our content is accurate and reflects our artform subject matter knowledge.
- Work with the SEO copywriter and Access Manager to implement best-practice on social media, including SEO optimised copy, captions and alt-text.
- Lead on the planning, creation and delivery of bespoke content for commercial and marketing partners.
- Assist with longer-form copywriting for the blog, proofing copy written by the Social Media Apprentice and working in collaboration with the SEO copywriter.

Partnerships support

- Work with the Marketing Partnerships Manager to support influencer and brand activity in line with Marketing and Social Media Objectives.
- Assist and advise on the selection of content creators, liaising with them and supporting on the briefing, scheduling and approval of content.
- Advise on appropriate Organic Social Media support for commercial partners.
- Work with the Commercial Partnerships team to plan, create and distribute bespoke paid-for content.
- Ensure interactions with commercial partners and organic social media are timely and positive, fostering commercial relationships.

Community management

- Monitor organic social media channels on a daily basis, across Twitter/ X, Facebook, Instagram, Threads, TikTok, LinkedIn and YouTube.
- Lead on community management – engage with followers to foster a positive online community, liking and responding to comments, and interacting with UGC, influencer activity, peer accounts and brand partnerships.
- Follow the Social Media Management Guidelines to moderate any activity which is in breach of our Code of Conduct, hiding, deleting, banning and blocking as appropriate to maintain a safe space online for followers, artists and staff.
- Use social tools, including Sprout, to log and report on conversations relevant to the Royal Opera House, alerting stakeholders to any potential reputational issues.
- Liaise with Customer Services and the Communications team to assign and answer relevant comments, questions and reviews from followers.

Reporting

- Contribute to monthly and ad-hoc reporting on organic social media, measuring success against KPIs set out in the Social Media Strategy.
- Respond to data insights to review content performance and optimise copy, to create maximum impact.

Continuous Improvement

- Continually strive to improve our social media offering.
- 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 (Royal Opera House) values and behaviours: Treat each other with **Respect** | Be **Open** | Value the **Highest Standards**.
- Promote and foster a culture of information sharing, collaborative working and team working.

Key Performance Indicators

- Deliver accurate and effective copy.
- Deliver work to agreed priorities and timelines.
- Support the achievement of social media KPIs.
- Demonstrate a good standard of skills and knowledge of ROH systems and relevant technology.
- Uphold department policies and procedures, including Tone of Voice and Brand Guidelines.
- Effective team working and sharing of information.
- Effective communication and relationship management.

PERSON SPECIFICATION

Copywriting, commercial partnerships and community management

- Experience of narrative storytelling, creating engaging series of creative content.
- Understanding of channel requirements and differences.
- Experience of copywriting for social media.
- Experience of leading on community management on social media.
- Experience of working with social listening tools such as Sprout.
- Experience of independent reporting, using tools such as Google Analytics and Sprout.
- Experience of working with influencers and content creators to deliver campaigns.
- Experience of supporting partnerships, brand work or marketing partnerships.
- Familiarity with CMS systems for creating long-form blog content.
- Experience of optimising copy based on performance.
- Clear and effective writing style.
- An audience-focused approach.
- Excellent attention to detail and proof-reading skills.

Workload Management Skills

- Very strong organisational skills with the ability to prioritise your own workload and meet deadlines.
- Self-starter with a proactive approach to problem solving and ideas generation.
- Ability to work towards objectives set and consistent performance 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.

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.
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.

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

