



## **JOB DESCRIPTION**

**Title:** Fixed Term Digital Content Assistant

**Reports to:** Digital Content Coordinator

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

The Digital Content Assistant will play a key role within the RBO Creative Studios team, assisting in the creation, maintenance and management of website and digital content that reflects and promotes the work of the Royal Ballet and Opera. Working with the Digital Content Coordinator and the wider Digital Content team, the role will support a variety of projects, from implementing our SEO strategy to delivering the daily cast sheets to over 2000 audience members.

### **Main Responsibilities**

- Support the Digital Content team in updating and maintaining content across a variety of digital channels and platforms, including Royal Ballet and Opera (RBO) website, RBO Stream, screens inside and outside the building and RBO YouTube channel
- Work on content preparation projects with a range of content-related responsibilities
- Follow procedures to ensure the content we present to our audiences is accurate and current
- Service the schedule of performances with informational content updates as required, working to hours notified in advance which may include evenings, occasional weekends or bank holidays
- Support a culture of continuous development and continuous improvement.

### **Fast Learning Curve**

- Quickly develop proficiency in the software tools, systems and processes used routinely in the RBO Studios teams: Prismic or related Content Management System, ticketing and scheduling databases such as Tessitura or Diese and content scheduling systems such as Scala.
- Become familiar with the work and procedures of the Digital Content team, and the deadlines and lead times for content delivery, updates and amendments
- Become sufficiently familiar with the content, including House styles, names of artists and creatives for designated projects to become operational in the role in a short period of time

### **Content Preparation and Delivery**

- Update and maintain RBO website content, responding to requests and queries and escalating to other team members where required
- Work with the Digital Content Team and Marketing to schedule RBO homepage changes, internal and external screen plans, event launches and 'featured' promotions for stage, cinema and stream
- Assist in the coordination of multimedia content, including captioning, tagging and checking assets on YouTube, in our imagery DAMS and in the website CMS

## **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 digital platforms
- A good working knowledge of a range of tools for managing digital content, including working with text, data, images and AV (such as databases, Adobe Creative Suite and content management systems)
- The ability to input accurate data and to check print and digital content for accuracy and consistency
- Ability to proofread and check draft digital content, including text, spelling of names, punctuation, layouts and graphics for screens - implementing RBO brand, tone of voice and house style principals.
- General awareness of the workings of social media and multimedia content management platforms
- The ability and interest to build on these technical skills and to grow knowledge and understanding of the subject matter

## Workload Management

- 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 working to a varied schedule when required and notified, including some early evenings, occasional weekends or bank holidays
- 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 Digital Content 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
- 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
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.
- Commitment to understanding and upholding the charitable aims of the Royal Ballet and Opera – securing the future of ballet, opera and music, ensuring broad access to the artforms and reaching communities via our learning and participation programmes.

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

