



JOB DESCRIPTION

Role/Title: Content Creator Apprentice

Reports to: Apprenticeships Manager

Line managed by (Daily Basis): Social Media Content Producer

What does a Social Media Team do?

The Content Creator Apprentice will be based in the RBO's Social Media team. This is part of the marketing team within the wider Audiences and Commercial division. The Social Media team is responsible for promoting everything happening at the RBO and engaging existing and potential new audiences with our full range of work. They manage all the Social Media content we post on our channels including TikTok, Instagram, Facebook, YouTube, Threads, X and LinkedIn.

Purpose of the apprenticeship

This apprenticeship role will support all the activities of the Social Media team, particularly content creation and distribution, and will give you experience in a busy and fast paced environment. By the end of the apprenticeship, you will have a clear understanding of a content creator role working in an arts, media and entertainment environment.

This Apprenticeship is a non-degree level, vocational training route. The role is a full-time position, and you cannot enrol in another course or get another job for the duration of the apprenticeship.

The Royal Ballet and Opera Apprenticeship scheme aims to create opportunities for, and support those who may not have had access to the arts and/or as an alternative route to a career in theatre for those who would face significant barriers to, have not embarked upon, or completed a degree course at university. Applications are encouraged from candidates who are underrepresented in the Performing Arts and at the Royal Ballet and Opera including those from black, Asian and minority ethnic backgrounds, low socio-economic backgrounds and disabled people.

About the Royal Ballet and Opera

The Royal Ballet and Opera is the home of The Royal Ballet, The Royal Opera, and the Chorus and Orchestra of the Royal Opera House.

The Audiences and Commercial Division plays a vital role in the success of the Royal Ballet and Opera, 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.

Our Social Media channels have over 6 million followers, and 88% of our audiences are international, meaning we're engaging audiences all over the world every day.

What is involved?

You will work within the marketing team, Audiences & Commercial in Covent Garden. You will work towards a [Level 3 Content Creator Apprenticeship Standard](#). The majority of the learning required to achieve the qualification will be done in the workplace and online with the training provider college.

- You will be released from the workplace to attend scheduled teaching or to undertake individual study.
- You will be supported throughout the apprenticeship by the Social Media team and the HR team.
- Work is primarily carried out at our theatre in Covent Garden.
- The working week is 40 hours, which will largely be scheduled between 10am and 6pm. However, there will also be out of hours, evening and weekend work within this role.

Who will you be working with?

You will work alongside a variety of people and departments throughout the apprenticeship, but you will work most often with the following individuals and teams:

- Other members of the Marketing team
- Members of the Audiences and Commercial division
- People from every other department at the Royal Opera House who are also supported by the comms team.
- External partners including content creators and Social Media agencies

What will you do in the workplace during the apprenticeship?

- Put all skills learnt with the training provider, and with the Social Media team, into practice through participating in the day-to-day work of the department.
- Work alongside the Social Media Content Producer to support the delivery of content that is engaging, relevant for our international audiences, and tells our brand stories.
- Learn how to use high-spec and on-the-go filming equipment, including mics and lights, to capture social-first content for our Social Media channels, and support both the Social Media Content Producer and our A/V team on shoots.
- Learn how to use Adobe Suite to edit videos within our House Style and Tone of Voice, adding music and branded RBO elements which reinforce our brand personality. Learn how to tailor assets so that they are optimised for different Social Media channels and audiences.
- Uphold best practice for accessibility on Social Media, including legibility, caption size, frame rate, colour balance, alt text and image description.
- Liaise with internal stakeholders to secure appropriate sign off and approvals for Social Media content.
- Support the delivery of content for our Storytelling Series, Brand Campaign, and Box Office Productions as well as other key campaigns throughout the year.
- Support the Social Media Content Manager in calendar planning and content management.
- Work with the Customer Services team and the Social Media Content Manager to deliver proactive community management, engaging with our followers to foster a positive online community.
- Support the Social Media Content Manager in proactively looking for future trends and new opportunities as well as identifying potential risks.
- Support our work with external partners, content creators and agencies (including social channel representatives themselves) and maintain smooth working relationships. Support the Social Media team to establish new partnerships.
- Analyse and review the performance of content and campaigns, in line with our strategic goals and channel KPIs.
- Develop an interest in Social Media, Organic Marketing and Content Creation, and keep in touch with best practice.
- Participate in any extra training as necessary.
- Carry out any other reasonable duties as requested by the Social Media Content Producer and other senior staff in the marketing team
- Attend regular meetings with line manager and the Apprenticeships Manager to review progress.
- Submit learning logs and diaries to the Apprenticeships Manager as well as take part in apprenticeships advocacy events.

Minimum essential requirements

- You must be **18 years old or over** on Monday 1st September 2025.
- You must **not** have completed a degree or equivalent in the UK or elsewhere.
- To be considered for this apprenticeship, applicants must have been ordinarily resident in the United Kingdom for at least the past three consecutive years prior to the start of the programme. This is a mandatory requirement in line with apprenticeship funding regulations.
- You must have work authorisation for the UK.
- GCSE English at Grade C or above
- GCSE / A Level in Media Studies, Film or Photography Production (or similar) OR demonstrable experience in Canva, CapCut, Adobe or any content creating app would be an advantage

What are we looking for in a Content Creator Apprentice?

- Excellent people skills, especially the ability to deal effectively with a wide range of people including artists, crew and other creative talent
- Familiarity with the social platforms we use
- An interest in content creation, video production and editing.
- Good IT skills, ideally with some experience of using Microsoft Office
- An interest in the arts, entertainment and media
- A good standard of written and verbal English
- Ability to work accurately and with attention to detail
- Accurate data entry skills and good basic numeracy
- Excellent team working skills
- A high respect for confidential information
- Self-motivated to acquire new skills and knowledge
- A helpful and positive attitude

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

