

Royal Ballet and Opera Apprenticeships

What part could you play?

INFORMATION PACK FOR CANDIDATES

CONTENT CREATOR APPRENTICESHIP

Provisional Schedule

Applications Close:	Mon 14th July 9am
1 st Round Interviews (<i>online</i>):	w/c 28th July 2025
2 nd Round Interviews (<i>in-person</i>):	w/c 18th August 2025
Start Date:	1 st September 2025 (tbc)



Welcome,

Message from Alex Beard, Chief Executive

Thank you for taking the time to apply for a role at the Royal Ballet and Opera.

Extraordinary, world-class performances of opera and ballet are at the absolute heart of our vision here at the Royal Ballet and Opera.

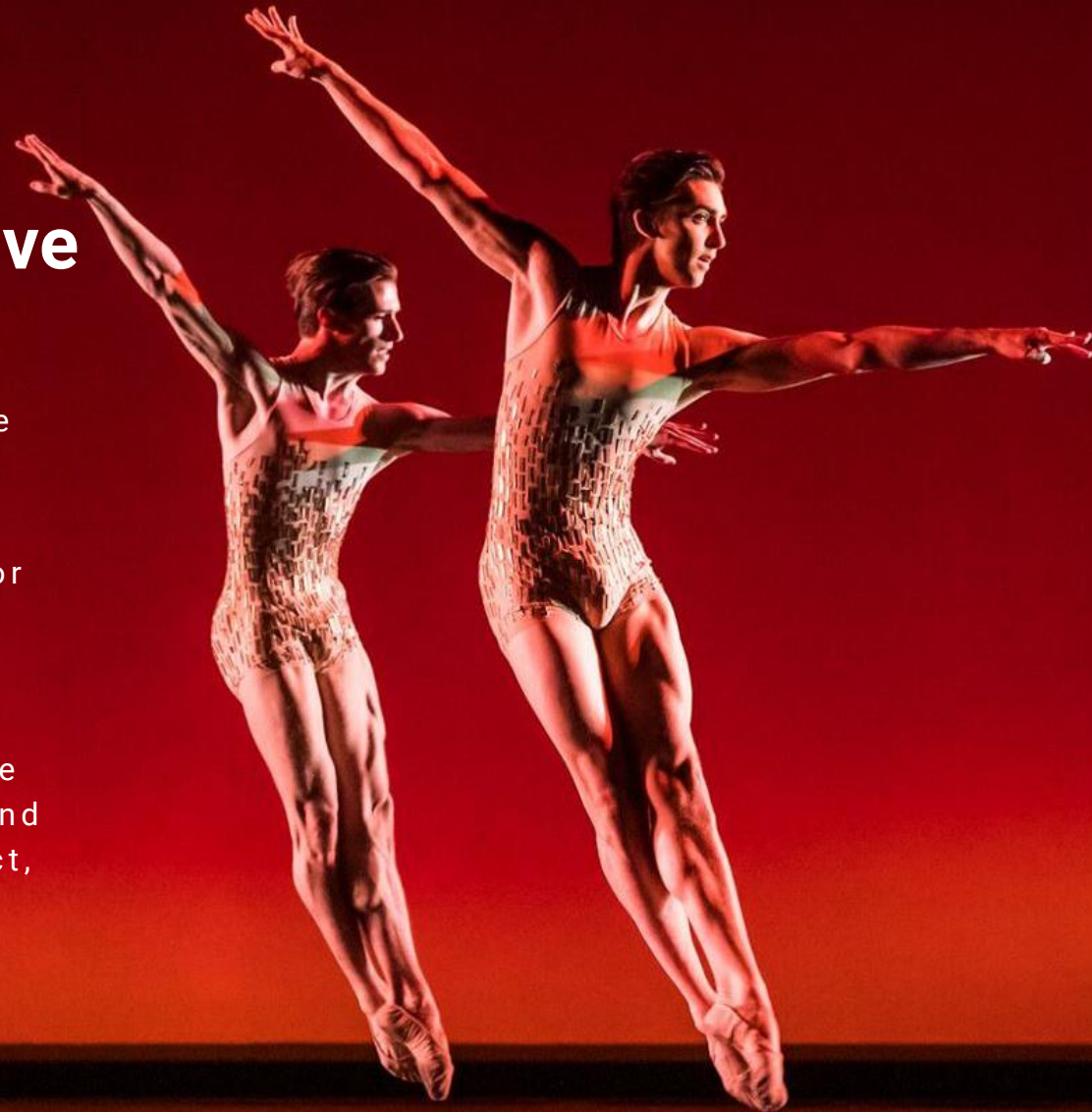
So, whether the audience is in one of our beautiful theatres in Covent Garden, watching around the globe in cinemas and online streaming, or taking part in learning and participation programmes up and down the country, we want as many people as possible to enjoy and appreciate these astonishing artforms.

None of this would be possible without the exceptional team of people who work here. People are centre stage of everything we do at RBO, and we built our culture on our core values: treating everyone with Respect, being Open in our mindset and approach, and striving for the Highest Standards in everything we do.

Everyone is welcome at the Royal Ballet and Opera, whatever your background or experience, and we look forward to your application.

Best of luck!

Alex



The Royal Ballet and Opera

- The UK home of world class opera and ballet
- Cultural powerhouse bringing together two world-class performing companies, in one of the UK's leading arts institutions
- Supported by a cast of more than 3000 employees, including technical staff, creatives, and freelancers
- Based primarily at the Royal Opera House in the heart of Covent Garden
- Further production and logistics sites are located in Thurrock and Aberdare
- Our work is enjoyed by audiences in our two theatres and globally through our streaming platform, cinema season and company tours
- Our work in schools and communities is driven by our curriculum linked programmes designed to inspire creativity, widen access to arts and diversify the future of opera and ballet
- Committed to reducing our impact on the environment and aim to achieve net zero emissions by 2035



Our Social Media Team



Every set, costume and prop that appears on the stage to create the spectacular worlds that help tell the stories of the Opera and Ballet is made by our highly skilled teams, these include:

- Scenic Carpenters
- Scenic Metalworkers
- Scenic Artists
- Props Makers
- Armourers
- Wig Makers
- Costume Makers

Behind the Scenes...



There are also teams of highly skilled people making the live shows happen; lighting experts, sound experts, stage build crews and flys and automation crews, on stage props, costume and make up teams.

These teams get the show up and running from rehearsal through to performance nights.

There are up to four different productions showing on our main stage in a week and a whole production can be stripped from the stage to make way for another in a matter of minutes.

As well as the teams who work directly on our performances, there is an army of people that support the day-to-day workings of the organisation.

These include:

- Visitor Experience
- Audiences & Commercial
- Learning & Participation
- Development, Advocacy & Public Policy
- Operations, Estates & Facilities
- Finance, Legal & Business Affairs
- Human Resources
- Information Technology

And we have Apprenticeships in these departments too!



Whatever the team, everyone who works at RBO has a passion for what they do and a shared interest in keeping this unique and brilliant theatre doing what it does best.

For that to continue into the future, we want to encourage fresh, passionate new talent into the building and our apprenticeship scheme plays a big part in that.

All departments across the organisation support the apprentices through their journey with us.

Apprentices at RBO get an authentic workplace experience in their specialist field and are fully integrated into the professional teams who are working on producing our live shows.



Where Do You Fit In?



We are interested in recruiting apprentices that first and foremost are curious, driven by working in a creative environment and are keen to learn new skills.

We don't expect our apprentices to be experts, but we do want people who foremost bring enthusiasm and willingness to learn from some of the best in the industry and who might teach us a thing or two!

We believe diversity is about making sure we can attract and develop talented people who bring more because of their different backgrounds, experiences, cultures and outlooks.

Recruiting and working with these talented people is just part of the work. We are committed to creating an environment where everyone believes they belong and can do their best work.

How Our Apprenticeships Work



RBO Apprentices are placed in a department relevant to their apprenticeship where they work as part of those teams across a working week that is regulated by the line manager in the department.

Apprentices are also supported by the Apprenticeships team to ensure each apprentice is happy in their placement and keep them on track throughout. The apprentices also support one another as a peer group; there are several opportunities to meet throughout the placements.

Apprenticeships are between one and four years in duration and have a mix of work and study. Each position is assigned a college that will support the qualification learning and a percentage of the working week of an apprentice is assigned for college work and study. This is either on day release, block release or via remote online learning.

As part of the Apprentice cohort you will join with other apprentices from the Royal Ballet and Opera taking part in events, training opportunities and activities to bring you together as a community.

You will be assigned a mentor who can help you make the most of your apprenticeship.

You will have regular pastoral sessions with the apprenticeship team who also manage any practical needs of your qualification or employment.

The Apprenticeships Team also connect with your college to ensure you are on track.

Your college course may be online, day or block release but we allow you time in your working week to fit this in.

You will earn National Living Wage which will increase by 2.5% in your second year.



What Are The Perks?

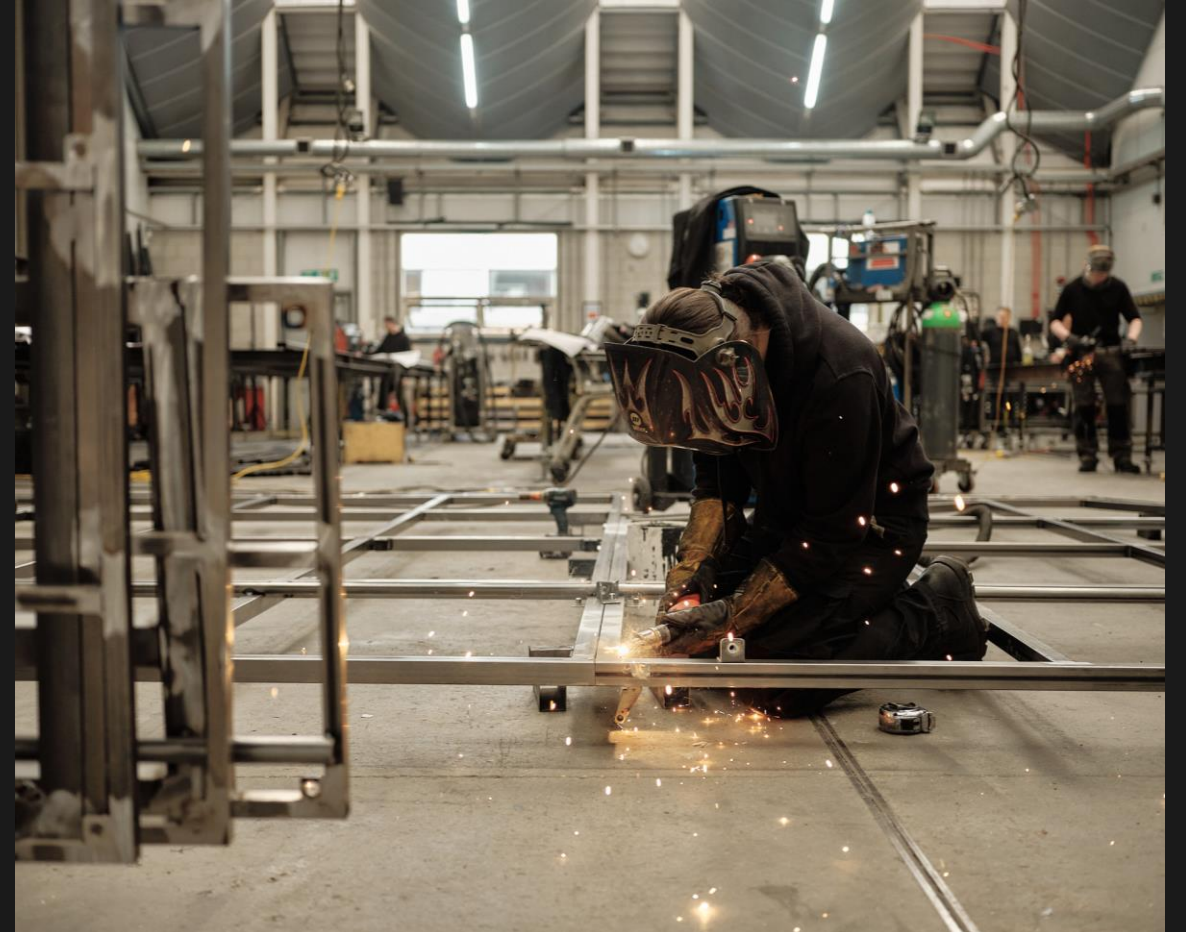
As an RBO Apprentice you will earn the National Living Wage while you qualify.

You will have the opportunity to take part in other training on offer to staff to add to your wider skills.

You will also benefit from all the Royal Ballet and Opera Staff discounts and offers.

These include:

- Staff offers on performance tickets and access to general rehearsals
- Subsidised canteen and coffee bar (at Covent Garden)
- Access to our Employee Assistance Programme providing 24-hour advice and counselling services
- Discounts on alternative and physical therapies provided in-house
- Discounted staff ballet, Pilates and yoga classes
- Discounts at the Royal Ballet and Opera Shop
- Concessions at a wide range of local Covent Garden shops, restaurants and gyms



Working with us, what to expect



Starting a new job can be daunting. At the Royal Opera House, we want to make that transition as smooth and easy for you as possible. We'll provide you with all the information you need before you start and will be on hand to answer any questions you may have about the role.

We are a big organisation, with more than 1000 staff and sites at Covent Garden, Thurrock and Aberdare. There will be plenty of people to meet and you'll have a structured induction, including tours of both our Covent Garden and Thurrock sites. This is a great way to orient yourself and understand how all the work comes together.

"The Royal Opera House has been an exceptional place to work and thoroughly supported everyone all levels during very difficult times"

"Working at the Royal Opera House has provided me so much joy in my life. I really do love working for such a great organisation and with lovely people."

"I absolutely love working here."

Content Creator Apprentice

What is a Content Creator Apprentice and what does the team work on?

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.

Who will the Content Creator Apprentice 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 Social Media and 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 the apprentice do?



- Put all skills learnt with the training provider, and with the Social Media team, in to 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.

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 enroll 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.

This apprenticeship would be suitable for someone interested in a career in arts marketing and social media.

This apprenticeship is NOT suitable for those who wish to pursue a career in dance, opera or design of any kind. The Royal Ballet and Opera do not offer performance or design-based apprenticeships.



What is involved?



You will spend most of your time working within 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 workshops 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.

All Apprentices will...



Work with the world's best

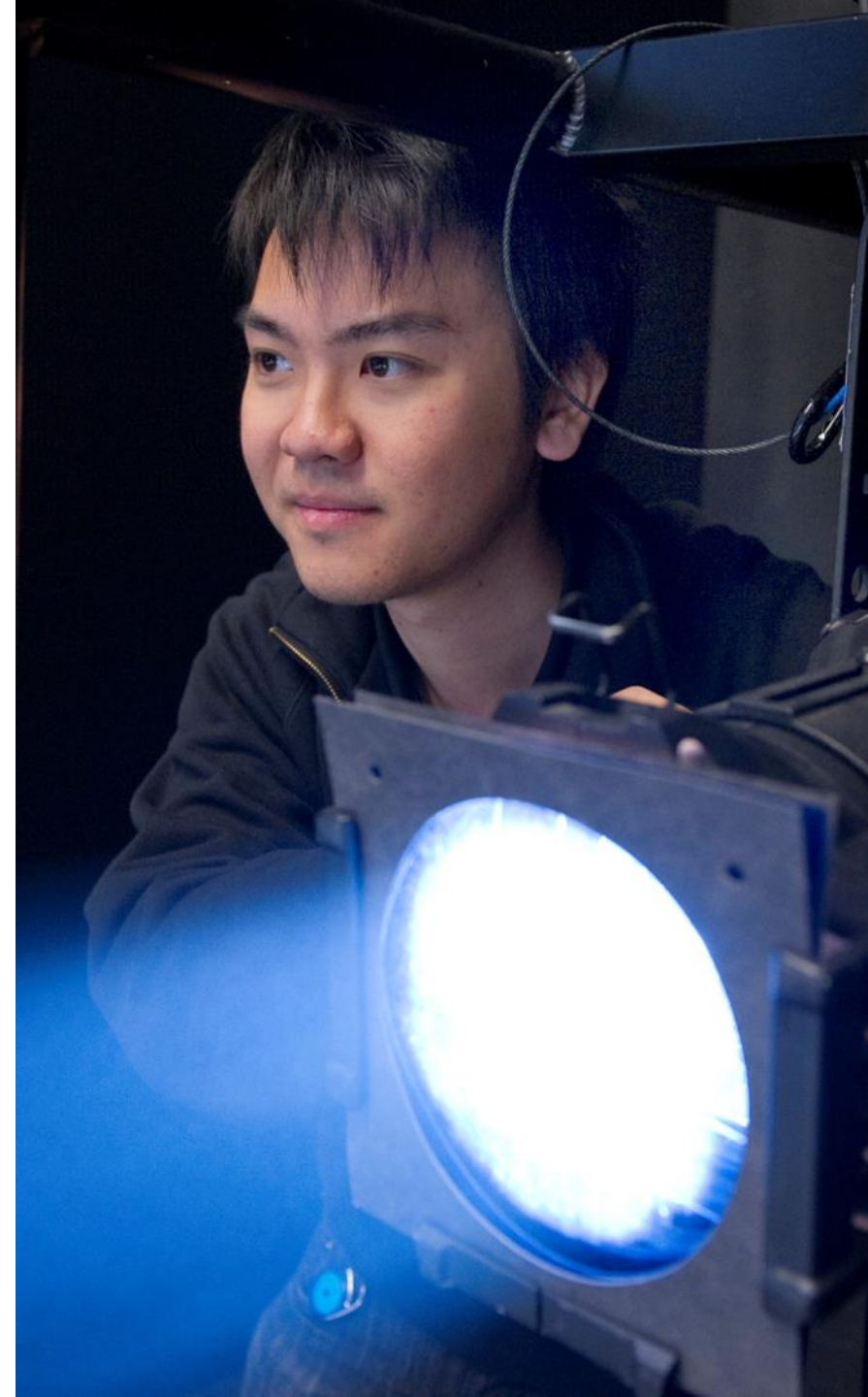
- Technicians
- Technical and Production Managers
- Stage Managers
- Performers
- Health & Safety Team

All Apprentices are expected to:

- Have a positive and responsible attitude to health and safety.
- Take responsibility for your own attendance, safe working, motivation, discipline and welfare.
- Submit learning logs and diaries to the Apprenticeships Team as required.
- Attend regular meetings with line managers and the Apprenticeships Team to review progress.
- Participate in additional training as necessary.
- Carry out any other reasonable duties as requested by the relevant HOD or Apprenticeships Manager.

What we are 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



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



Our Process

We operate a fair and open recruitment and selection process. Every role is open to all sections of society, and we welcome your application, regardless of your sex, race, religion or belief, ethnic origin, different physical ability, age, gender identity or sexual orientation.

We particularly welcome applications from those who are female, from a global majority background and/or those who are disabled, as they are under-represented within our Technical Workforce. As a Disability Confident employer, we guarantee to interview all disabled applicants who meet the essential minimum criteria for our vacancies.

Take a look at [these case studies](#) to hear some past apprentice stories.

Look at the criteria carefully, please do not apply if you don't meet the basic criteria for example if you are studying/studied at degree level.

See our frequently asked questions if you would like to know more or email your questions to apprentices@roh.org.uk



How to Apply

Scroll to the bottom of the advert on the RBO website and click on 'Apply Now'.

Complete our simple application form - we promise it is not too scary.

If you have any access needs and would like to complete the form in a different format - please contact us on hr.recruitment@roh.org.uk.



Top Tips for Applications

- First and foremost, read through the relevant Job Description and Job Pack carefully. Answers to your most common questions are contained in the pack, as well as information about the Royal Ballet and Opera and our work.
- Apprenticeships are a form of vocational training. The standard we award for this apprenticeship is Level 3 which equates to a pre-degree qualification. **If you have completed a degree (even in a non-related subject) you are overqualified, and we will not be able to consider your application.** Therefore, please do not invest time and energy in your application as it will be sifted out and you will be disappointed.
- Check the location of the apprenticeship you are applying for and the college provider we partner with for specific course delivery. Not all roles are based at ROH Covent Garden, and you may be required to attend college in another location. You must live within a commutable distance to your place of work **and** study before embarking on (and during) the apprenticeship so please consider the travel commitments/relocating implications before applying. You must budget for living and travel expenses from your salary.
- Take time to prepare your answers to **demonstrate** how you fit the criteria – we receive hundreds of applications to our apprentice programme so if you want to make yours stand out, take the time to prepare and think about how your experience fits the criteria. Make sure you have watched our Apprenticeships video on our website to understand what we offer.



- Tell us about you in your own words. Speak truthfully about your experience and interests. We can tell when applications have been written by third parties, keen parents or AI technology. We want to hear from you, about you, in your own voice.
- Try to use real life examples in your answers. Whether from school, college, your studies, work experience, volunteering, or personal life, show us how you have transferable skills and a passion relevant to the role you are applying for. We understand many applicants will not have practical work experience and that is ok! Think outside the box when applying examples to the questions and helping us understand why an apprenticeship is the right route for you.
- If you have any access requirements when submitting your application, please contact hr.recruitment@roh.org.uk. We currently only accept written applications but if this format is not suitable, let's have a conversation about how we can support you. We are also happy to talk directly to support workers and job coaches.



Top Tips for Applications cont'd

- Show us your personality! Apprenticeships are vocational training positions, and we are not looking for the final product. What we are looking for is passion, enthusiasm, and dedication. We want to hire apprentices who will bring fresh energy to the organisation and will be the future of their chosen fields.
- There is no upper age limit on ROH apprenticeships, and they can also be a route to retrain and get into a new industry. However, you must be at least 18 years old at the start of the apprenticeship.
- You are applying to an Apprenticeship position, this means you will be required to undertake a college course throughout the two-years you are employed and are expected to work hard to complete the course including attending seminars/teaching, to submit course work/assignments and to pass the assessment at the end of the course.
- Prepare your answers to our application form in Word/Pages and save somewhere locally before copying and pasting into the form to make sure you don't lose your work and have a record of your application answers.
- All applications are reviewed by a shortlisting panel which includes the Apprenticeships Team and Hiring Departments. Applications are anonymised so the panel will only see your answers to the shortlisting questions against a candidate number. They are not given any information about your name, age, location, or any other personal details. The only exception is if you declare a disability in your application.
- Therefore, it is vital that you provide us with the information you wish to represent you in the shortlisting questions!

Good Luck!