



JOB DESCRIPTION

Role: Content Creator, Learning and Participation

Reports to: Digital Marketing Manager, Learning and Participation

About RBO Learning and Participation (L&P)

Learning and Participation (L&P) is central to ROH's mission of making the extraordinary for everyone. Our work in schools and communities up and down the country is driven by our free, curriculum linked programmes, specially designed to inspire creativity, broaden participation and diversify the future of ballet and opera. These sit alongside industry-leading talent development projects, regional partnerships, and a raft of daytime events, family activities, exhibitions and concerts to open up our Covent Garden home.

We believe every child should have the chance to be creative, experiencing high quality arts education throughout their school lives. In the face of the squeeze on the arts in schools and the lack equity in arts education geographically and economically, RBO Schools demonstrates our purposeful commitment to change. We currently engage over 1,500 school across the nation with a programme that is distinctive in its vision and scale and underpinned by research. We invest in teacher development for system change, drive innovation through digital learning and build a network of partnerships across the country and high levels of advocacy. Based in our second home in Thurrock, our work through RBO East facilitates local place-based partnerships offering a range of RBO teacher development programmes and creative interventions for children and young people across Essex, Hertfordshire, Bedfordshire and North Kent.

Main Purpose of the Job

The key purpose of the Content Creator position is to create text, graphic and video content to support marketing campaigns designed to enable RBO Schools to reach our ambitious new growth targets by scaling up the engagement of teachers and young people with our key offers:

- Teacher Training (in-person and online)
- Online Resources (available at roh.org.uk/schools)
- Live Lessons
- Beacon events such as the mass-participation digital event Create Day.

In this key role, you will sit within the RBO Schools Team, part of Learning & Participation, and report to the RBO Schools Marketing Manager.

You will work alongside the RBO Schools Digital Strategy Manager, RBO Schools Digital Marketing Manager and RBO Schools Marketing Officer to support organic, paid and email marketing campaigns for our programmes with a focus on devising

campaign concepts and creating the engaging text, visual and video content that enables growth.

We are particularly focused on increasing image-based and short-form video content in our campaigns so confident skills and experience in these areas are essential.

Main responsibilities:

Content creation

- Work collaboratively within the team to do audience research, ideate creative concepts and plan content for RBO Schools' full-funnel multi-campaigns.
- Develop creative content to support these campaigns with across multiple channels including YouTube, social media, email and web.
- Produce compelling text content from outline and draft to final version.
- Produce engaging graphic content from concept and sketches to visually treated and finished designed images.
- Produce high quality video content from concept, scripting, storyboard, shot list and shoot through to final edit.
- Publish content on platform tools, ad managers and CRM email marketing tools to maximise teacher sign-ups to our events.
- Work with the Digital Marketing Manager to optimise and adapt concepts and content by applying insights and learnings from data and dedicated testing.
- Ensure lead times and deadlines for all marketing activities you are responsible for are met and budgets and allocated resources managed.
- Work with the Digital Marketing Manager to brief and commission marketing campaign assets externally.
- Ensure that all marketing copy and creative is accurate and aligns with the Royal Ballet and Opera's brand identity and tone of voice.
- Keep in touch with best practice, trends and new technologies or tools (e.g. AI Marketing) relevant to the arts /education sectors and the Marketing Officer role

Other skills

- Develop excellent working relationships within the RBO Schools team.
- Develop strong relationships and work closely and collaboratively with internal stakeholders across the Royal Ballet and Opera.
- Ensure a safe, inclusive and welcoming environment by adhering to all compliance requirements for on and offsite delivery 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.
- Assist other members of the RBO Schools team in the roll out of activity.
- Other duties as allocated by the Digital Strategy Manager to ensure smooth running of the team and its workload.
- Uphold the ROH values and behaviours: Treat each other with Respect - Be Open - Value the Highest Standards.

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

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

PERSON SPECIFICATION:

Essential knowledge, skills & experience

- A strong track record of work as a Content Creator, creating content that not only promotes brand awareness but also achieves conversion
- Ability to collaborate in devising highly creative and innovative concepts and strategies for campaigns in order to maximise success.
- Confidence and flair in story telling – crafting compelling and imaginative visually rich narratives that align with our brand and messaging.
- Proven experience in content creation via videography, photography and graphic design for use on web and social media.
- Camera skills – familiarity with using mobile phone for creating videos is essential;
- Video editing skills – confident application of editing techniques using Adobe Premiere Pro or similar.
- Image skills – confidence editing images and pre-prepared templates using Adobe Photoshop or similar.
- Confidence and flair when writing creative marketing copy for a variety of audiences and marketing channels.
- Excellent attention to detail and accuracy with a high standard of written and verbal English and strong proofreading skills
- Strong organisational skills with the ability to prioritise your own workload and meet deadlines
- Excellent communication skills, Effective relationship management skills; able to deal effectively with a wide range of stakeholders and at all levels internally and externally

Desired knowledge, skills & experience

- Graphic design skills e.g. design of flyers, brochures, infographics, email templates and web banners
- Skills and experience in using a DSLR camera for creating videos with knowledge of set-up, basic lighting and composition techniques.

