

**MARKETING & COMMUNICATIONS ASSISTANT****JOB DESCRIPTION**

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**Overall Purpose of the Post**

To play a key role in communicating with our audiences, to raise the profile of the School and the art form more broadly through the use of digital media and established marketing techniques.

**Summary of the Role/ Person Specification**

The post-holder will be principally responsible for maintaining and developing the School's digital communications channels, including the website, social media, photography and rich media. They will be a confident, self-starter with a demonstrable interest in and experience of using a range of digital media.

**Contract terms**

Salary Up to £25,000 depending on skills, knowledge and experience  
Hours 35 hours per week with occasional weekend and evening work compensated by TOIL  
Location Covent Garden with regular travel to White Lodge, Richmond Park  
Holidays 30 days per annum plus bank holidays

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<b>Reporting to:</b>	<b>Marketing &amp; Communications Manager</b>
<b>Line Manages:</b>	<b>N/A</b>
<b>Key internal contacts:</b>	<b>Artistic Director, Head of Development and development staff and all administrative, artistic and academic staff</b>
<b>Budgetary Responsibility:</b>	<b>N/A</b>

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**Safeguarding Duties and Responsibilities**

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The following is expected of all staff:

- to uphold the School's policies relating to safeguarding & child protection, behaviour, Health & Safety and all other relevant policies
- to promote and safeguard the welfare of children and young persons for whom you are responsible, and come into contact with
- to ensure full compliance with all statutory regulations, in particular Keeping Children Safe in Education, (2015) communicating concerns to the Designated Safeguarding Lead, other relevant staff of The Royal Ballet School or local Children's Services as appropriate



## **Main Duties** *(This list should be seen as illustrative rather than prescriptive).*

- Working with internal teams and students to develop, review and edit new and existing content for the School website, including pages, application forms, portals and news stories
- Maintaining, developing and monitoring the School's social media channels including Facebook, twitter, instagram, flickr, tumblr and LinkedIn
- Staying informed of upcoming trends and developments within the field of social media
- Creating and editing rich media (video/podcasts) to post on the School website, youtube and Vimeo. For example filming interviews with students, staff and VIP guests, video resources for events etc
- Editing and distributing regular School e-newsletters
- Assisting the MSM with the production of other general publications as required
- Photographing events and activities at School where a photographer is not present
- Cataloguing and maintaining the School digital photo library
- Monitoring press coverage and issuing a monthly round-up of articles to key contacts
- Supporting the Development Team when required and any other duties which may reasonably fall within the scope and range of the job

## **Person Specification**

### ***Essential Criteria***

- Demonstrable experience of using social media as part of an integrated marketing approach ideally gained in a performing arts organisation
- Excellent written communication skills: able to inspire and enthuse others and to vary the tone and use of language for different audiences and purposes
- Accuracy and an eye for detail
- Good organisational skills with an ability to multi-task, lead on certain areas and meet deadlines
- Able to think creatively, research current trends in the arts and input own ideas
- Good working knowledge of video/sound recording equipment and editing software (inc. Final Cut Pro and Audacity) as well as basic SLR digital photography skills
- Experience using website content management systems e.g. WordPress
- Good working knowledge of Adobe Creative Suite and Microsoft Office including Word, Outlook and Excel
- A confident and open approach with good interpersonal skills
- Committed to developing own marketing and communication skills
- Willing and enthusiastic, happy to 'muck in' where needed
- Reliable and well organised with attention to detail

### ***Desirable Criteria***

- Experience working with young people
- An interest in/knowledge of ballet or dance.

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