

JOIN OUR TEAM

WORK AT THE ROYAL BALLET SCHOOL

ABOUT US

We are a global organisation with an important mission: to nurture, train and educate exceptional classical ballet dancers and to set the standard for dance training worldwide.

As a boarding school, a performing arts organisation and a charity, our team is varied. Our staff have specialist skills in dance, academics, pastoral care, healthcare, outreach, marketing, fundraising, and operations - to name a few.

We look for committed, enthusiastic candidates who demonstrate the skills and experience we need.

People are the key to our success - we attract, retain, develop and motivate the best in their fields to share our commitment to providing excellent care and education for our aspiring dancers and dance teachers.

OUR VALUES



WHAT'S IN IT FOR YOU?

Our full-time students are based at White Lodge in Richmond Park and Upper School in Covent Garden.

There are two additional boarding houses for Upper School students in Pimlico and Covent Garden. We also have offices on Bedford Street in Covent Garden.

The Royal Ballet School operates in locations worldwide, including different <u>Associate centres</u> and venues for <u>Intensive Courses</u>.

Across our sites, there are a total of 280 employees. Wherever they work, our team respect each other, knowing everyone has a unique part to play in our organisation's mission. Our workspaces are friendly, welcoming and inclusive. Our employees share a passion for the arts in society and for supporting individuals to reach their full potential.



GENEROUS PENSION SCHEME



TECH AND
ELECTRIC
VEHICLE SCHEME



CYCLE TO WORK SCHEME



EMPLOYEE ASSISTANCE PROGRAMME



LEARNING AND DEVELOPMENT OPPORTUNITIES



SEASON TICKET LOAN



GENEROUS ANNUAL LEAVE



DISCOUNTS
OFF A VARIETY
OF BRANDS

DIGITAL MARKETING APPRENTICE

APPLICATION DETAILS

LOCATION:

Upper School, Covent Garden (with occasional travel to White Lodge, Richmond Park)

HOURS:

35 hours per week, Monday - Friday

ANNUAL LEAVE:

30 days per annum

SALARY:

£22,888.87 per annum



DURATION:

Two years fixed term, dependent on the continuation of the apprenticeship programme

APPLICATION CLOSING DATE:

3 October 2025

OVERALL PURPOSE OF THE ROLE

The Digital Marketing Apprentice will provide support across all areas of the busy Audiences team, with a focus on digital and content marketing and ecommerce. The role gives an opportunity to gain significant experience in marketing and commercial skills, contributing to ambitious audience and income growth plans and the School's historic centenary campaign.

The successful candidate will assist with website management, content creation and management, digital advertising and marketing campaigns, and online shop operations. The post-holder will be supported to complete a Level 3 Marketing apprenticeship. It is expected that the post-holder will develop their skillset throughout the duration of their placement and will be given increasing responsibility as they progress.

MAIN DUTIES

APPRENTICESHIP FRAMEWORK

- Comply with all requests from the apprenticeship provider including completing all assignments/assessments as required and ensuring availability for all scheduled learning sessions as required
- Create and update a learning record of your journey through the apprenticeship
- Spend 80% of each week performing role responsibilities and 20% on apprenticeship learning assignments.

DIGITAL AND CONTENT MARKETING

- Assist with website updates and website content management
- Support digital advertising campaigns by preparing copy, images, and creative
- Assist with creation and scheduling of promotional emails
- Assist with creation and scheduling of social media posts
- Assist with photography, videography, and maintaining content libraries
- Support the design of simple marketing materials (digital and print) under the guidance of the Content team
- Help track campaign performance and record results.

E-COMMERCE AND RETAIL

- Support the administration of the on-demand platform, including content management and uploads (online classes, ATAP)
- Assist with online shop operations including product listings, price scheduling, promotions
- Support merchandising operations including stock management and ordering
- Assist with the planning and fulfilment of in-person shop pop-ups at key events.

COMMUNICATIONS AND PR

- Support the monitoring of press and media mentions and industry news to create regular cuttings report
- Maintain an awareness of sector and use to suggest potential press pitches or conversations to join
- With guidance, draft short news stories for the School's blog to support brand values and audience engagement.

CRM AND AUDIENCE INSIGHT

- Support list preparation for email campaigns
- Help maintain CRM data, including routine data updates and data cleansing
- Assist with reporting by preparing simple spreadsheets or dashboards.

GENERAL TEAM SUPPORT

- Provide administrative and logistical support across the Audiences team
- Manage shared marketing email inbox and delegate requests accordingly
- Attend team meetings, contributing ideas and learning about campaign planning
- Support major campaigns and events (including centenary activities) as required.

LEARNING AND DEVELOPMENT

- Gain training in key marketing tools (CRM, CMS, email marketing systems, e-commerce platforms)
- Develop understanding of audience development, segmentation, campaign planning and execution
- Learn about online retail operations including merchandising, stock control, and fulfilment.



PERSON SPECIFICATION

ESSENTIAL CRITERIA

- Desire to undertake a Level 3 apprenticeship
- Enthusiasm for marketing, digital media, and e-commerce
- Strong organisational skills and attention to detail
- Willingness to learn and take initiative
- A confident, articulate manner with the ability to build positive relationships at all levels
- Good written and verbal communication skills
- Ability to work collaboratively in a team.

DESIRABLE CRITERIA

- Experience working in the arts, education, or nonprofit sectors
- Experience creating and managing content for digital learning platforms or video-based products
- Good understanding of content's role in income generation, donor and community engagement and audience development.



SAFEGUARDING DUTIES AND RESPONSIBILITIES

The School is committed to safeguarding and promoting the welfare of children and young people and recognises that safeguarding and promoting the welfare of children is everyone's responsibility. The School expects all staff and volunteers to share this commitment to children's safeguarding and to share this child-centred approach. This approach means that staff must consider, at all times, what is in the best interests of the child. Additionally, the following is expected of all staff:

- To uphold the School's policies relating to safeguarding and child protection, behaviour, health and 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 report any safeguarding concerns using the relevant channels, such as informing the Designated Safeguarding Lead, in a timely and appropriate manner
- To ensure full compliance with all statutory regulations, particularly the most recent Keeping Children Safe in Education, and to communicate concerns to the Designated Safeguarding Lead, other relevant staff of The Royal Ballet School or local children's services as appropriate.

We are committed to creating an environment where all our employees feel part of our team and can flourish, regardless of their background. We're proud to be an inclusive workplace that promotes and values diversity.

The information detailed here about this role should not be considered encompassing. Over time, the emphasis of the job may change without changing the general characterisation of the role or the level of duties and responsibilities. This information will be periodically reviewed and revised in consultation with the postholder.



CLICK FOR ASSISTANCE WITH YOUR APPLICATION CLICK TO
CONTACT US
IF YOU HAVE
QUESTIONS

