

DIGITAL MARKETING EXECUTIVE

OVERALL PURPOSE OF THE POST

To play a key role in the development and implementation of the School's digital strategy across our digital platforms; the online shop, The Royal Ballet School website and Video On-Demand platform (VOD).

The post-holder will lead on the development and execution of the Shop marketing plan with the use of all our available marketing channels.

Support growth in commercial revenues whilst engaging existing and new audiences in current and new markets.

SUMMARY OF THE ROLE

The post-holder will be principally responsible for developing the growth of sales through the online shop and VOD (Video On- Demand) platforms, driving traffic across digital channels and conversion to buy.

They will be a confident self-starter, organised and detail oriented with demonstrable experience of using a range of digital media and content management systems.

CONTRACT TERMS

Salary £24,000

Hours 35 hours per week

Location Covent Garden, with travel to White Lodge, Richmond Park

Duration Permanent

Line managed by Digital Marketing Manager

Key contacts Commercial Director, Development and Marketing teams

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, in particular the most recent Keeping Children Safe in Education, and communicating concerns to the Designated Safeguarding Lead, other relevant staff of The Royal Ballet School or local children's services as appropriate.

MAIN DUTIES

- To work with the Digital and Content team to drive traffic to the online shop and VOD platform across all our digital channels with ongoing campaigns to existing and new audiences plus new markets.
- To plan and create content for all Shop/VOD campaigns. Eg. create website banners, digital flyers, social ads (facebook, Instagram, TikTok), Google ads and emails
- To own the merchandising of the online shop and ensure products are presented in the best way to encourage conversion to buy working with the photographer/filmmaker and product suppliers.
- Manage new product loading on the website through the CMS, creating offers/coupons as and when needed
- To work closely with the Digital Marketing Manager in supporting the VOD product creation on the platform and video uploads (as and when needed).
- To monitor the online shop and VOD (Video on Demand) sales performance through the path to purchase; by channel, conversion rate and ROI.
- To monitor our audiences (internal – students & staff, external – audience groups & markets) on an ongoing basis as to what products and video content they are looking to buy to ensure

relevancy of product offering and then liaising with suppliers to source products.

- To work closely with the product suppliers – existing and new to ensure the products are ethically sourced and delivered on time
- To work with the 3rd party product fulfilment organisation for Shop sales to ensure branding and messaging to customers is clear and is in line with the RBS online shop delivery commitment.
- To work with internal teams and PTA to promote the RBS merchandise through additional avenues (eg. Physical sales with a stand at our intensive courses, summer performances, donor events, etc. Some minimal weekend work might be required) Work with teams to create programme-based merchandise – e.g. with Intensives Courses team to source Intensive t-shirts, hoodies and sweatshirts etc
- Annual and monthly stock takes in person and annually at our fulfilment house
- Organising stock, people to work at events at our in-person sales
- Monitor stock – re-order or discontinue items as needed

PERSON SPECIFICATION

ESSENTIAL CRITERIA

- Working knowledge of Photoshop, Indesign or other design platform eg. Canva
- Good eye for digital design
- Ability to manage deadlines and work in a fast-paced environment
- Experience using website content management systems e.g. Wordpress, WooCommerce
- Excellent written communication skills: able to inspire and enthuse others and to vary the tone and use of language for different audiences and purposes
- Experience in managing external supplier relationships
- Strong focus on attention to detail
- Good organisational skills with an ability to multi-task, lead on certain areas and meet deadlines
- Ability to think creatively, research current trends and input own ideas
- A confident and open approach with good interpersonal skills

DESIRABLE CRITERIA

- Experience of working in the performing arts
- 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.

We're passionate about creating an inclusive workplace that promotes and values diversity. At The Royal Ballet School we are committed to creating an environment where every one of our employees feels part of our team and can flourish, regardless of their background.