

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

CONTENT MARKETING MANAGER

APPLICATION DETAILS



White Lodge, Richmond Park and Upper School, Covent Garden)

HOURS:

35 hours per week

ANNUAL LEAVE:

30 days per annum

SALARY:

c£37,000 - £42,000 per annum (based on skills and experience)

APPLICATION CLOSING DATE:

18 August 2025



OVERALL PURPOSE OF THE ROLE

The Content Marketing Manager will lead the creation and delivery of compelling, high-quality strategic content that tells the story of The Royal Ballet School to a wide range of audiences. This role will drive brand storytelling, lead visual content and design direction, manage organic social media, and produce commercial content for the School's digital platforms, helping to drive audience growth, deepen engagement, and support the School's brand, fundraising and commercial goals.

The successful applicant will play a key leadership role in delivering the School's historic Centenary campaign. As we mark 100 years, this is a rare opportunity to be part of a high-profile, global campaign that will define the School's next chapter and deepen its impact as one of the world's most celebrated and influential centres for dance training. The role would be ideal for a skilled and ambitious content professional seeking to make an impact in a mission-driven, collaborative environment.

MAIN DUTIES

STRATEGIC CONTENT AND DESIGN LEADERSHIP

- Develop and deliver a multi-channel content strategy aligned with the School's five-year plan and audience development goals
- Work closely with the Head of Marketing and Communications in refining the organisation's tone of voice and storytelling approach to grow brand equity
- Shape and manage the content narrative for the Centenary campaign and deliver excellence across all relevant workstreams
- Source and tell impactful stories that reflect the School's values, achievements and ambitions
- Lead on in-house design across all communications touchpoints, setting visual standards and ensuring quality and brand consistency across internal and external-facing content
- Design or commission content assets including brochures, advertisements, programmes, reports, presentation decks, social media templates, campaign visuals, and fundraising collateral
- Act as a brand guardian in collaboration with the Head of Marketing and Communications, ensuring all content meets quality standards and brand guidelines
- Manage relationships with external designers, videographers and photographers, and support projects from concept to final product and to deadline.

SOCIAL MEDIA MANAGEMENT

- Oversee the School's organic social media strategy and daily publishing across platforms including Instagram, Facebook, LinkedIn, X, YouTube and Tiktok
- Plan, create and curate engaging, high-performing content to grow audiences and enhance public engagement with the School's work
- Guide the Content Executive in day-to-day social media delivery, ensuring tone, content and visuals align with brand and engagement goals
- Work with internal teams to surface stories, behind-the-scenes content, and user-generated content to grow reach and engagement
- Work with the Digital Marketing team to produce engaging and commercially impactful content for paid social media advertising
- Monitor performance, trends and community sentiment, producing regular insights and reports to inform strategy and adapting content to maximise reach and engagement
- Ensure SEO and accessibility best practice are embedded in content

 Champion social media safety and best practice School-wide, including for students.

ONLINE CLASSES

- Lead content development for the School's online classes, working with the relevant Artistic contacts team to produce engaging, on-brand and commercially viable videos
- Script, brief, and coordinate the production of video classes and related digital assets, ensuring consistency of tone, quality, and user experience
- Use data, feedback and competitor awareness to refine content and support continuous improvement of product offerings.

FUNDRAISING STRATEGY

- Partner with the Development team to produce persuasive, emotive content for campaigns, donor communications, and stewardship
- Develop case studies, testimonials, impact stories, and visually rich campaign assets to support income growth
- Support campaigns with design and visual direction, ensuring resonance and brand consistency.

TEAM AND PROJECT MANAGEMENT

- Line manage the Content Marketing Executive, supporting their development and providing creative guidance and oversight for their work
- Efficiently manage content planning calendars, production timelines and approval workflows across multiple projects and teams
- Work with the School's Archives and Technical team to manage effective media storage strategies and enable smooth sharing of appropriate content across teams
- Encourage collaboration across wider Marketing and Communications team and beyond, ensuring delivery of creative, timely content for a range of projects.



PERSON SPECIFICATION

ESSENTIAL CRITERIA

- Proven experience in a management role, leading content and design projects in a creative or brand-led environment
- Demonstrated experience developing and implementing multi-channel content strategies
- Excellent writing, editing and commissioning skills across a range of formats and channels
- Exceptional project management and organisational skills, with strong attention to detail and confidence managing stakeholders across departments
- Experience working with or briefing designers, videographers and photographers
- Experience line-managing or mentoring others
- Strong eye for design with hands-on skills in producing or commissioning high-quality visual assets
- Proficiency with content marketing tools and platforms (Canva, Adobe Creative Suite, in app editing software)
- Strong track record of managing organic social media channels and growing engaged online communities
- Skilled at using analytics to improve content performance and user engagement.

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

