



ROYAL
BALLET
SCHOOL



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

**ACTIVELY
WIDENING
ACCESS**

**OUR HERITAGE
NOURISHES
OUR FUTURE**

**STRIVING FOR
EXCELLENCE**

**NURTURING
INDIVIDUALS**

**ALWAYS
INNOVATING**

WHAT'S IN IT FOR YOU?

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

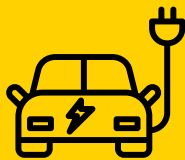
There are two additional boarding houses for Upper School students in Pimlico and Covent Garden.

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

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**

**MARKETING AND
COMMUNICATIONS
EXECUTIVE**

APPLICATION DETAILS

LOCATION:

White Lodge, Richmond Park and
Upper School, Covent Garden

HOURS:

35 hours per week

SALARY:

£28,000 - 30,000 per
annum, commensurate with
experience

APPLICATION CLOSING DATE:

29 September 2026



OVERALL PURPOSE OF THE ROLE

To provide communications, PR, brand and marketing support for The Royal Ballet School.

SUMMARY OF THE ROLE

The candidate will join the team at an exciting time as we enter our second century and build on a ground-breaking centenary campaign. Working with the Marketing and Communications Manager, this role will play a key part in the planning and delivery of communications and marketing activity to ensure the School remains a beacon of excellence in ballet training for the next 100 years.

The successful candidate will develop and implement communications and marketing strategies to drive conversion for artistic and commercial activity and increase engagement across our defined audience segments, targeting existing and new markets. The role will also be integral to supporting fundraised income at a time of strategic importance for the School.

The candidate will work as part of the wider Audiences team to meet targets across its programmes and support the School's broader strategy to build brand awareness and advocacy.

MAIN DUTIES

Integrated campaign planning and execution, supporting the School's artistic and commercial programmes and Development activity. To include:

- Work with the Marketing and Communications Manager on an evolved organisational brand and messaging framework to harness the success of the centenary campaign, feeding into guidelines to be used across the organisation
- Work with the Content and Digital teams to plan and execute fresh, engaging and consistent content to feed out through internal and external channels
- Work with the Development team on persuasive and impactful copy across website, email communications, publications, presentations, proposals and reports, printed and digital collateral
- Work with the CRM Manager to understand audiences/segments in detail and plan effective campaigns, including further segmentation/testing
- Plan and produce promotional emails, including copy and design, spanning the range of the School's programmes
- Produce copy for webpages and update the website as needed
- Produce copy and contribute to design for collateral, including flyers, posters, leaflets, etc.
- Plan and deliver relevant news stories on key messaging pillars
- Plan and deliver staff newsletter and other internal comms
- Liaise with key advertising partners to plan editorial content and promotional emails
- Manage media monitoring and clipping and reacting proactively to mentions/stories
- Maintain awareness and understanding of industry topics and trends to inform the content plan for our channels accordingly
- Curate press lists tailored to specific programmes/releases
- Produce press releases, following house style and ensuring proper use of key messages and branding
- Develop relationships with key press contacts
- A proactive approach to press requests, managing the press inbox
- Support on crisis comms management
- Work with the Marketing and Communications Manager and Digital Marketing Manager to support digital reputation management
- Contribute copy for key publications eg external programmes and annual report

- Work with programme managers to develop and deliver required programme materials, including brochures and prospectuses, information documents, syllabi and FAQs, producing copy and contributing to design
- o Proofread various materials, including course materials, advertisements, newsletters, emails, website copy, programmes and leaflets, and ensure correct branding and use of house style.
- Any other duties that may reasonably be requested by line management within the scope and range of the post holder.

PERSON SPECIFICATION

ESSENTIAL CRITERIA

- Impeccable copywriting skills
- Ability to deliver high-quality copy quickly and at short notice
- Good understanding of how to deliver key messages and adapt voice for different audiences
- High attention to detail and an eye for design
- Commercially driven, able to understand and respond to sales targets and activity
- Strategic and systematic, able to plan multiple activity streams and execute with an awareness of priorities
- Proactive and self-motivated, with the ability to work independently
- The ability to prioritise competing tasks and meet deadlines
- Creative thinker, able to bring inventive solutions to problems
- Collaborative, confident liaising with colleagues at all levels and external parties
- Comfortable using Windows, WordPress, DotDigital, InDesign, Canva and media monitoring platforms such as Cision
- At least two years' experience in a similar role.

DESIRABLE CRITERIA

- Degree or apprenticeship in a relevant field
- Experience in running a multi-audience rebrand campaign.



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 HERE
TO APPLY**

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ASSISTANCE
WITH YOUR
APPLICATION**

**CLICK TO
CONTACT US
IF YOU HAVE
QUESTIONS**

