

ROYAL ACADEMY OF DANCE

Digital Content Assistant

Job Description – April 2024

The RAD is committed to Safeguarding and promoting the welfare of children and young people and expects all colleagues to share this commitment.

About the role

- Main Objectives
1. Support the Marketing and Communications team in the preparation and delivery of digital campaigns (social channels)
 2. Assist with collating data and gathering information for reporting
 3. Assist the Marketing and Communications team with the effective management of RAD's social media channels
 4. Capture content for departments or projects across the RAD
 5. Undertake video creation and editing tasks across the RAD.

Department summary

To create and maintain awareness of the Academy, its products and services; to develop and promote a consistent global corporate image and voice and to create and maximise media opportunities worldwide, in order to maximise the Academy's income and support the achievement of its core strategic objectives.

Location

Hybrid

Hours

Full Time

Contract

Permanent

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Key Responsibilities

Social Media

- Create and schedule content for RAD's social media channels
- Create engaging social media campaigns to promote the RAD's activities
- Stay abreast of trending topics, national & international days, anniversaries etc. to ensure that the RAD has a share of voice at these times, where relevant
- Respond to queries received via social media channels in a timely, professional and if required sensitive manner in line with RAD's key messages. Guidance will be given by the Press and Communications Manager and Lead Social Media Executive, as required
- Work with the Lead Social Media Executive and Digital Graphic Designer in the creation of social media assets. For example, editing images, creating GIFs and other dynamic digital content
- Assist the Lead Social Media Executive with social media content packages and support for national and international colleagues
- Assist with the planning and creation of live social media coverage at events, under the guidance of the Lead Social Media Executive
- Assist the Lead Social Media Executive in identifying user generated content from the RAD community
- Assist the Press and Communications Manager with creating social media and YouTube assets for RAD's podcast.

Digital Monitoring, Measurement & Evaluation

- Collate digital statistics for monthly campaign reports. This includes social media insights and press/media monitoring, as requested by the Press & Communications Manager.

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Video Creation and Editing

- Undertake video editing tasks as required by the Marketing and Communications Department, as well as for departments across the RAD
- Create dynamic video content for a range of channels, which are on brand
- Upload images and videos to various platforms as appropriate, for example YouTube
- Ensure that all content in RAD's video library is stored, saved, shared and labelled in a way that adheres to RAD's policies and procedure.

Other

- Support with image editing and processing as required
- Assist with the organisation and planning of photo shoots and filming opportunities including sourcing and briefing photographers and film crews, as well as liaising with other departments
- Assist with making website updates as required
- Assist with the management of the Marketing CRM as required
- Attend department and cross functional meetings and working groups as required
- Attend and assist at events as required, occasionally working out of office hours and at weekends
- At the direction of the Press & Communications Manager, undertake any other duties which may arise within the Marketing & Communications Department
- Conduct the role with due regard to equality of opportunity
- Use time management skills to manage your independent workload and co-ordinate with colleagues to manage team workload
- Keep skills current and up-to-date, making use of training offered when possible.

Reporting to: Press & Communications Manager

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This job description is a starting point for the role we are asking you to fulfil. It is a working document and as such may change and evolve as the role, team and the RAD develop.

All colleagues are required to promote and safeguard the welfare of children they are responsible for or come into contact with and to adhere to and ensure compliance with the RADs Safeguarding Policy at all times. If, in the course of carrying out your responsibilities, you become aware of any actual or potential risks to the safety and welfare of children in the RAD you must report any concerns to a Safeguarding Lead.

Our Values, Mission, and Vision

Mission: We promote the art of dance and ensure its development through diverse and inclusive dance education and training programmes across the world, nurturing creativity, innovation, artistry and excellence. Through dance we can enrich lives and transform communities.

Vision: To be a global leader of excellence in dance education, inspiring future generations of teachers and dancers.

OUR VALUES

WE ARE:

1. Exceptional Together - working collaboratively to achieve exceptional outcomes.
2. Creative Innovators – at the forefront of new artistic ideas and approaches.
3. Champions of wellbeing – providing a supportive environment and promoting the wellbeing of the dance community.
4. Open to all – removing barriers to participation.
5. Happy to help – providing excellent customer service and being helpful and friendly.

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Person Specification – April 2024

The RAD has responsibility for, and is committed to, the safeguarding and promoting the welfare of children, young people and adults at risk and requires all colleagues to share this commitment.

All candidates are obliged to disclose in their application details of convictions, cautions and any previous concerns raised in relation to safeguarding issues. If there are any disclosures made, these will be discussed in confidence with the candidate.

	Essential Criteria	Desirable Criteria <i>(extra qualities which can be used to differentiate applicants)</i>
Education and Qualifications	A degree/apprenticeship qualification in a related field	
Skills and Abilities	A creative individual who thinks outside of the box A positive, flexible and proactive attitude A team player Able to work independently and be motivated	An eye for capturing movement

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<p>Experience and Knowledge</p>	<p>IT proficiency, with experience using Microsoft Office</p> <p>Experience in creating and/or scheduling dynamic social media content</p> <p>Experience in using video editing suites including Adobe Premiere Pro for video production, editing and post-production</p> <p>Strong written and verbal communications skills</p> <p>Strong organisational and time management skills with the ability to prioritise and meet demanding deadlines</p> <p>An excellent communicator who can work effectively with stakeholders at all levels</p>	<p>At least a year's experience working in a similar digital content role</p>
<p>Other requirements</p>	<p>A commitment to safeguarding and promoting the welfare of children and adults at risk.</p> <p>A willingness to undertake colleague training as required, eg Child Safeguarding/Protection</p>	

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