



JOB DESCRIPTION

Role: Digital Content Executive

Location: Royal Albert Hall

Salary: £27,500 - £30,000 per annum

Reports to: Digital Marketing Manager

For nearly 150 years we have been fulfilling our vision of inspiring artists and audiences worldwide with the magic of the iconic Royal Albert Hall; creating life-enriching, unforgettable experiences for everyone. Hosting 390 events a year in the main auditorium and more than 800 in other smaller spaces, the Royal Albert Hall stands true to its original purpose of promoting the Arts and Sciences. As a charity, the Hall is dedicated to maintaining the Grade I listed building and giving access to all.

OUR VISION AND VALUES

Our vision is to inspire artists and audiences worldwide with the magic of the iconic Royal Albert Hall, creating life-enriching, unforgettable experiences for everyone. The Royal Albert Hall is more than just a building. Together we are...

One team

Encouraging and harnessing each other's talents, valuing our differences, supporting one another and celebrating our achievements together

Passionate

Dedicated, creative, embracing new ideas, always seeking a better way; because together we are writing the story of the Royal Albert Hall

Open to all

Welcoming, warm, always professional; committed to providing as many people as possible with unforgettable experiences

THE ROLE

The Digital Content Executive has responsibility for planning, creating, publishing and sharing content across the Hall's multiple digital channels to achieve the Hall's wider business objectives. The role will also lead on the commissioning, creation and monitoring of new digital content to enable the Hall to engage and inspire new and existing audiences.

KEY OBJECTIVES

- To work with the wider team to create content to ensure that the Hall's digital channels offer an engaging experience for customers to drive revenue, grow audiences and positively promote the Hall's key messages
- To create and maintain a content plan to ensure that the Hall shares content in a timely way, to tie in with events in both the Hall's and the wider world's calendar



- To maintain website content and to support the Digital Marketing Manager in implementing new digital initiatives, including website development
- To drive traffic to the Hall's channels and encourage audience engagement with the Hall's content and brand
- To train and advise the Contact Centre on how to respond to audiences, especially in difficult or unexpected situations
- To monitor customer and public sentiment and manage the Hall's reputation on social media, working with the Head of Marketing and Communications and Senior Press Manager to effectively manage unexpected situations and crisis communications

KEY DUTIES AND TASKS

- Create and edit content for the Hall's digital channels, including the website, Facebook, Twitter, Instagram, and YouTube to promote the venue's programme of events (own-promotes and external hires), charitable aims, visitor experience, partnerships, hospitality offerings and any other activity deemed appropriate by the Digital Marketing Manager.
- Set up events on the website using the Hall's CMS system, ensuring all content is optimised for search engines.
- Managing the Hall's online blog
- Proof and edit content and events uploaded to the website by other members of the team.
- Launching and growing new online channels as required, such as TikTok
- Commission content where appropriate whilst successfully managing the relationship with external content providers.
- Ensure the delivery of the Hall's photography requirements, liaising with external providers in respect of forthcoming arrangements and ensuring appropriate permissions and rights are understood and agreed.
- Feed into digital advertising campaigns, advising on content in particular for social media adverts.
- Maintain content across the Hall's digital platforms including copywriting, editing, proofing and final approval of all submissions.
- Ensure that all digital content successfully promotes the Hall's values and meets brand guidelines, providing advice and support to other staff who also provide content for use across the Hall's digital platforms.
- Work closely with the Senior Press Manager to ensure that messages and stories are promoted consistently across all digital platforms.
- Monitor and report website bugs and issues with content.
- Test website developments and assist with ongoing cross-browser testing for the website.
- Provide advice to colleagues within the organisation on how best to use digital platforms to effectively promote Hall events and key organisational messages.
- Promote co-operation and communication between the Marketing and Communications team and other teams around the Hall.
- Act as an ambassador for the Hall and its activities at all times; including conducting presentations internally and externally to promote the Hall and its brand when required.
- Any other duties that may be reasonably requested by the Digital Marketing Manager.



PERSON SPECIFICATION

Essential, (Skills and Experience)

- Experience in a similar digital marketing role
- Experience of using website content management systems and Google Analytics
- Experience of curating content and writing for a corporate social media channel
- Excellent written English and proofreading skills, with exceptional attention to detail
- Approachable with excellent communication skills
- Ability to work independently with minimal supervision, as well as part of a small team
- A logical, thorough and detailed approach to planning and managing projects and deadline-focused
- A positive, can-do attitude to problem-solving
- A highly creative approach to marketing

Desirable (Skills and Experience)

- A keen interest in the arts and popular culture with some knowledge of the Hall's history of events
- Digital Marketing qualification

HEALTH & SAFETY

You will have a good understanding of the Hall's Health and Safety guidelines and your responsibilities within these. Your role will include promoting a safe working environment and fostering a non-blame culture, adhering to any Health & Safety requirements, flagging any conflicts that may arise with Health and Safety and working towards finding effective solutions.

SUSTAINABILITY

The Hall is committed to maintaining and furthering greater sustainable practices in all areas of the organisation to act on climate change. Whilst working at the Hall, you will be expected to embrace the Hall's Sustainability Policy and work to meet its objectives, putting sustainability at the forefront of all decisions.