



Royal Court Theatre
Sloane Square, London, SW1W 8AS
Admin 020 7565 5050
royalcourttheatre.com
info@royalcourttheatre.com

The Jerwood Theatres at the Royal Court Theatre
The English Stage Company Limited at the Royal Court Theatre
Registered in England & Wales company number 539332
Registered charity number 231242 VAT number 238 9311 47

JOB DESCRIPTION

DIGITAL CONTENT PRODUCER (VIDEOGRAPHY)

Part time, permanent

ABOUT THE ROYAL COURT

The Royal Court is the writer's theatre - the leading national and international force for championing, cultivating and supporting theatre writers. Through work on our stages alongside national and local projects, we pioneer the theatrical form, explore big ideas, empower new voices – and in doing so enrich and enliven audiences and communities through transformative experiences.

In January 2024, our new Artistic Director David Byrne took up leadership of the Royal Court. Alongside his first season as artistic director, this coming year is a key moment to re-interrogate and renew our work. We have a focus and ambition to be the most relevant, exciting and meaningful version of 'the writers' theatre' across the next decade.

The Royal Court is committed to fostering an inclusive and collaborative culture in which everyone can do their best work. We are an equal opportunities and disability confident employer. We are particularly keen to receive job applications from individuals with protected characteristics currently under-represented in our workforce, particularly including Black & Global Majority and D/deaf & disabled applicants.

ABOUT THIS ROLE

Job Title: Digital Content Producer (Videography)

Line Manager: Director of Marketing & Communications

MAIN PURPOSE

The Royal Court Theatre has an exciting opportunity for someone to join the team as a permanent Digital Content Producer (Videography). This new role will lead on recording, editing and distributing the Royal Court Theatre's digital output – creating innovative, dynamic and on-trend video and other digital content for use across Royal Court social media platforms, in-house channels and third for third-party distribution.

From ideation to delivery, you will find creative ways to communicate the Royal Court's message to key audiences by producing content in a range of different formats. This new role presents an exciting opportunity for an individual or business to develop a video-based storytelling strategy for the Royal Court, working on-site with the wider Marketing and Communications department to drive sales and engage more audiences in more aspects of the Royal Court's offer.



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RESPONSIBILITIES

Recording & editing

- Record, edit and distribute innovative, dynamic and on-trend video content for use across Royal Court social media channels.
- Record and edit digital versions of Royal Court productions for distribution to outreach and education groups as well as archive purposes.
- Record and edit digital versions of post-show discussions, podcasts and other events for promotional use, distribution to outreach and education groups, and for archive purposes.
- Use recordings of productions and original content to create and edit trailers for each show.
- Storyboard, self-shoot and edit video content to support day-to-day activity and campaigns including interviews with writers, behind-the-scenes content, cast announcements, promotion of reviews and audience reaction, talent development and engagement programmes, fundraising initiatives and other relevant strands of the organisation's work.

Social media & Creative Content

- Create innovative content for use across Royal Court's social media channels, newsletters and website as well as for third-party use; aiming to drive sales and engagement across our programmes of work.
- Work with the wider team to develop a video-based storytelling strategy that uses trending video styles to better showcase the full scope of the Royal Court's offer, including on-stage productions talent development and writer opportunities, education and outreach, and the history of the organisation.
- Ensure content is best published and distributed through a variety of different internal and external channels and platforms to maximise user engagement.
- Keep up to date with current trends, particularly on platforms such as TikTok, Instagram Reels, and YouTube Shorts, to ensure the Royal Court is creating platform-first social media content.
- Connect with Royal Court writers, creatives, audiences and communities to platform their voices in an exciting, dynamic way.

Design & brand

- Work with design software such as Adobe Creative Cloud (InDesign, Premiere Pro) or an equivalent such as Canva and Final Cut to create video and social media assets, including collaboration with graphic designers as appropriate.
- Work within the Royal Court Theatre's brand guidelines and play an active role in the development of new brand assets for individual projects
- Work with the Marketing and Sales Manager to ensure all creative content is accessible to visually impaired and D/deaf audiences.



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General

- Contributing to a respectful and inspirational working culture at the Royal Court, including in relation to sustainability, health and safety, safeguarding and other policies; and upholding and developing our commitments and practice around anti-racism and anti-oppression.
- Attendance at events and launches will be necessary from time to time to capture content and engage with our work – requiring a flexible approach to travel and non-standard working hours.
- Attending regular cross-departmental meetings and working to ensure effective information sharing around artistic programmes to support the overall work of the teams at the Royal Court.

This job description is a guide to the nature of the work required of the Digital Content Producer. The post holder may be required to undertake other duties appropriate to the nature of the post as agreed with the Executive team.

Please note, this role does not require you to use your personal equipment. When offered the role we will consult with you about your hardware (camera, microphone) preference as well as software and editing programmes.

We are open to applications from sole individuals or from a collective/business/agency able to deliver on the role, organisational needs and budget as outlined.



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PERSON SPECIFICATION

Knowledge/Experience

- Demonstrable experience recording and editing short and medium length videos. An understanding of how to use/manage a two-camera and hand held set-up.
- Demonstrable experience creating engaging social media content and promotional material in a creative context, either working in-house or on a project basis for clients.
- Confidence working with Adobe Creative Suite or equivalent editing platform.
- Strong understanding of Facebook, Twitter, YouTube, Instagram, TikTok, website, newsletter and other platforms.
- Knowledge of the current digital landscape, emerging and best performing trends, new edit styles and use of trending audio, specifically on TikTok and Instagram Reels.
- Understanding of key access issues around digital/video content and social media distribution.
- Understanding of and commitment to the progression of anti-racism and anti-oppression in the workplace and through your role.

Skills/Abilities

- Ability to self-organise the scheduling, scripting/storyboarding, recording/shooting, editing and production of video content.
- Ability to use multimedia content as an emotive and engaging storytelling medium.
- Ability to conceive, design and build other content including GIFs, infographics and other multimedia content as required.
- Confidence and creativity to proactively suggest new digital solutions and present innovative ideas to maximise our presence online.
- Good interpersonal and team working skills, able to clearly and concisely communicate aims, creative approach, priorities and concerns; including a sensitivity to working with other artists and in a high-pressured creative context.
- Ability to plan and schedule projects and content to deliver work on a regular and timely fashion, working with a flexible and self-driven approach to working hours and deadlines.



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HOW TO APPLY

To apply, please send a **CV and short covering letter** (no more than two sides of A4) in Word doc or PDF. The covering letter should clearly address the key criteria outlined in the job advert, and should **include links to samples and/or a portfolio of relevant digital content**.

Your application can also be sent through in the form of a voice note, or PowerPoint presentation (no more than five slides). Should there be a more accessible format in which you would prefer to send an application, please email the recruitment inbox.

Applications should be sent to the recruitment inbox at recruitment@royalcourttheatre.com. The deadline for applications is Sun 21st July. First round interviews will take place on Thursday 25th July (zoom and in person options available).

The Royal Court Theatre operates the Disability Confident scheme, which means you are guaranteed to be shortlisted to the next stage if you meet the minimum criteria. Please clearly outline in your email if you would like to be considered under this scheme



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TERMS AND CONDITIONS

- Hours:** 28 hours per week, distributed flexibly across the month.
Due to the nature of this role some evening and weekend work will be required and you may be asked to work additional hours from time to time. A TOIL system is in place to balance unusual hours.
- Contract:** Part time/Permanent (3.5 days per week)
- Salary:** £38,000 (gross) per year (£26,600 per year for 3.5 days per week)
- Holiday Entitlement:** 25 days per year, plus bank holidays (pro-rata for part time roles)
- Pension:** The English Stage Company operates a defined contribution pension scheme. All eligible staff members will be automatically enrolled after three months' service and contributions will be made at the current rates as set by the Pensions Regulator, which is 8% of qualifying earnings (3% employer/5% employee). For more details, please visit: <https://www.gov.uk/workplace-pensions/joining-a-workplace-pension>

All permanent members of staff who have completed their probation period are entitled to join the English Stage Company's salary sacrifice pension scheme, where contributions will be matched up to a maximum of 5% of gross salary provided that the minimum total contribution under auto-enrolment rules is met.

Other Benefits:

- Complimentary and discounted tickets for performances, subject to availability and the Royal Court's staff ticket policy.
- Discount on meals and drinks in the Royal Court's Bar and Kitchen.
- Cycle to work and season ticket loan schemes.
- Free life insurance.
- Discretionary days leave at Christmas.
- Staff social events