



Royal Court Theatre  
Sloane Square, London, SW1W 8AS  
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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 Lead**

**Full time, 1-year fixed term contract**

## **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. Following his first year as artistic director, the coming years are 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 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 Lead

**Line Manager:** Director of Marketing and Communications

**Direct Report:** Digital Content Producer

## **MAIN PURPOSE**

The Digital Lead is a new and vital role at the Royal Court, created to shape and deliver our digital presence across all channels. You will lead our approach to digital storytelling and campaigns, alongside the Digital Content Producer, and champion innovation and accessibility in how we communicate with audiences.

This role will take ownership of the website and social media channels, ensuring our digital platforms are up to date, engaging and aligned with the organisation's values and brand.

## **RESPONSIBILITIES**

### **Social Media and Campaign Management**

- Manage the Royal Court's social media channels, devising innovative campaigns to increase engagement, followers and conversions.
- Collaborate with the Digital Content Producer, Marketing Manager and Marketing Officer to develop and implement show- and project- specific digital and social media campaigns.
- Act as a brand guardian, ensuring all digital communication reflects the Royal Court's tone of voice and visual identity, tailored appropriately for each platform.
- Lead the planning, pacing, and reporting of paid social activity. Attend client calls, advise campaign leads on budget and audience targeting, and use data to optimise return on investment.
- Commission and manage organic and paid partnership content, identifying individuals, brands or influencers whose audiences and values align with the Royal Court's objectives.

### **Content Creation and Collaboration**

- Manage content requests and digital briefs received by other department, and work with the Marketing Manager and Digital Content Producer to schedule and set deadlines for delivery
- Work closely with the Digital Content Producer to produce compelling digital content across formats – written, visual, audio/podcast and video – both in-house and in collaboration with freelance creatives, influencers, cast and creative teams.
- Work closely with the Digital Content Producer and wider Communications team to deliver engaging, timely content for campaigns, announcements, and projects.
- Follow sign-off procedures to ensure all content is approved before publication.

### **Digital Strategy and Leadership**

- Deliver the Royal Court's digital strategy, working across departments to reflect our artistic vision and communication goals.
- Act as the in-house expert on social media and digital advertising best practice and trends, championing innovation and accessibility across platforms.
- Regularly update the organisation's central activity calendars and ensure all stakeholders are well informed of activity
- Responsible for delivery of social media policy and guidelines in regards to all Marketing and Communications activity
- Line manage the Digital Content Producer, supporting their development and ensuring smooth, collaborative digital output.

### **Website Management**

- Take responsibility for the Royal Court website, ensuring content is accurate, accessible, engaging and regularly maintained.
- Work in collaboration with the Marketing Manager to ensure a smooth and cohesive visual presentation and user experience
- Collaborate with our external website provider to support improvements and functionality updates as needed.



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## Reporting and Analysis

- Monitor digital performance across channels, producing regular reports to track growth, engagement, and campaign outcomes.
- Use audience data and insights to shape future content and improve digital effectiveness.

## General

- Representing the Royal Court with discretion and care at all times
- Contributing to a respectful and inspirational working culture at the Royal Court, including upholding and developing our commitments and practice around anti-racism and anti-oppression as well as sustainability, health and safety and others.
- 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.
- Attending performances and previews of productions at the Royal Court and elsewhere.
- Stay informed about best practices, trends and innovations in the theatre sector and digital more broadly.

This job description is a guide to the nature of the work required of the role. The post holder may be required to undertake other duties appropriate to the nature of the post as agreed with Director of Marketing and Communications

## PERSON SPECIFICATION

### Knowledge and Experience

- Proven experience of managing digital platforms in a cultural or creative context.
- Demonstrable experience of running successful social media campaigns and growing online audiences.
- Experience producing content across a range of formats – video, image, copy and audio.
- Knowledge of managing websites, including content updates and working with external partners on technical improvements.
- Experience in line management, supervision or team leadership.
- Familiarity with paid social campaign management, including budgeting, targeting and ROI analysis.
- Understanding of web content management systems (e.g. WordPress or equivalent).
- Awareness of digital accessibility standards and inclusive content creation.
- An understanding of and commitment to the values of the Royal Court and new writing.

### Skills and Abilities



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- Excellent storytelling, writing and editorial skills with strong attention to detail.
- Confident in using creative tools (e.g. Adobe Creative Suite, Canva, Final Cut/Premiere Pro or equivalents).
- Strong organisational and planning skills, with the ability to manage multiple priorities and stakeholders.
- Data-literate, with the ability to draw insights from analytics to inform strategy.
- A collaborative team player who is proactive, flexible, and solution orientated
- Ability to act as a calm, confident voice under pressure, particularly around sensitive or fast-moving announcements.
- A demonstrable commitment to the progression of anti-racism and anti-oppression within the arts.



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## TERMS AND CONDITIONS

- Hours:** 40 hours per week, usually 10am - 6pm Monday – Friday (1 hour lunch break)  
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:** Full time/1 year FTC
- Salary:** £34,222 (gross) per year
- Holiday Entitlement:** 25 days per year, plus bank holidays
- 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.
- Free life insurance.
- Free access to an Employee Assistance Programme (EAP)
- Suite of E-Learning courses for professional development
- Personal development budget
- Cycle to work and season ticket loan schemes, subject to policy.
- Staff social events.