EN

Social Media Manager
Candidate Pack

EN

Your journey starts here...

About us

English National Opera exists for everyone, creating new experiences with opera that inspires, nurtures creativity and makes a difference. Our vision is for lives changed through opera.

We take a fresh inspiring approach to opera to reflect the diversity of our culture.

We believe that opera is a living art form able to connect to people from all parts of our society. We collaborate with a range of artists and art forms as part of our commitment to the future of the art form. We sing in English, as we believe it enhances the emotional connection between performers and audiences.

We encourage creativity throughout the company and our commitment to the future of opera provides a platform to develop outstanding careers.

We are a world-class national company recognised internationally for the standard of our work. We nurture talent across the entire company including a platform for young singers to start and then develop global careers.

We connect to audiences through inspiring, accessible, world-class opera and stimulating, creative participation programmes.

We create our productions for the widest possible audiences and aim to introduce completely new audiences to the magic of opera whether at the London Coliseum, outside of our theatrical home or internationally.

We make our productions accessible by offering a large proportion of tickets at affordable prices, and through our attendance schemes.

We work with a wide range of visiting companies to generate essential revenue and welcome new audiences to share the experience of our theatre.

English National Opera is founded on the belief that opera of the highest quality should be accessible to anyone.

The role

Social Media Manager

SUMMARY

Reporting to the Head of Digital Communications, the Social Media Manager will be responsible for the day-to-day running of the English National Opera and London Coliseum channels. This role plays a key part in reaching new audiences, deepening engagement, supporting ticket sales, and increasing both brands' visibility and impact.

You'll work alongside a Digital Content Creator and in-house designer, collaborating across the organisation to bring our work on and off stage to life.

Reports to
Head of Digital Communications

Salary
£30-35,000 per annum

Location
London with some travel to Greater Manchester

Hours
35 hours per week, 10am-6pm, 5 days per week, some evening and weekend working required

The role

Social Media Manager

Key Accountabilities

Channel Management

- Manage the day-to-day running of the ENO and London Coliseum social media channels
- Develop and maintain the social media content calendar for both brands
- Ensure all content aligns with brand voice, identities, and organisational priorities

Content Creation

- Identify creative opportunities to capture and produce content that showcases our productions, rehearsals, backstage activity, and wider organisational work (learning & participation, talent development, fundraising, etc.)
- Work closely with the Digital Content Creator and in-house designer to plan and produce engaging organic content (photo, video, copy, and on-the-day assets)
- Liaise with visiting companies to coordinate content needs and social media activity

Community Engagement

- Manage our online communities by engaging with comments, messages, and conversations quickly and consistently, reflecting the brand's tone and values
- Build and nurture online communities, sparking conversation and driving genuine engagement
- Monitor brand sentiment and flag key themes or risks internally

Analytics & Reporting

- Produce regular social media reports to track performance and audience insights
- Share learnings internally and help the wider team understand trends, KPIs, and impact

Influencers & Partnerships

- Research and identify relevant influencers and digital creators
- Brief and coordinate creators to produce content that supports productions and brand objectives

The role

Social Media Manager

Person Specification

Required*:

- Experience in a social media role, ideally managing public-facing channels
- Proven track record of delivering engaging content and growing audiences
- Strong copywriting skills with the ability to adapt tone of voice for different channels
- Confident using social and content management systems (e.g., Meta Business Suite, TikTok, scheduling tools)
- Good understanding of social media analytics and audience insights
- Up-to-date knowledge of social platform trends, best practices, and emerging formats
- Creative, curious, and full of ideas
- Comfortable working in a fast-paced, live performance environment
- Collaborative and confident working across teams and with a range of stakeholders
- Ability to adapt to changing priorities, schedules and workloads
- An appreciation for opera and the arts
- Availability to work some evenings and weekends to support press nights, opening nights and other events as required

**Don't worry if you don't tick every box! If you're excited about the role and think you'd be a great fit, we'd love to hear from you.*

Social Media Manager

Encore Extras

At the ENO, our people play a vital role in helping us create extraordinary encounters with opera and beyond, so it's just as important that we reward people beyond their salary to recognise their contributions.

Your Wellbeing

- **Annual Leave**: 25 days plus Public Holidays
- **Hybrid and flexible working**
- Eye care vouchers
- Enhanced Company Sick Pay
- Enhanced Family Friendly Leave (including Maternity Leave and Paternity Leave)
- Cycle-to-Work Scheme
- **Employee Assistance Programme (EAP)** through Spectrum.Life:
    - Confidential support available 24/7, 365 days a year for employees, their partners, and dependents (16+)
    - Wellbeing resources including videos, podcasts, and fitness plans on topics such as sleep health, fitness, nutrition, stress management, and more

Your Professional Development

- Annual Professional Development Review to support your personal and career ambitions and achievements
- Opportunities for Sabbatical leave to invest in your learning, wellbeing and career goals

Seeing Our Performances

- Complimentary tickets for ENO and selected London Coliseum performances
- Staff rate for ENO performances
- Complimentary tickets to talks, recitals and behind-the-scenes events

Managing Money

- Salary Sacrifice pension scheme with Natwest Cushon
- Subsidised Staff canteen at the London Coliseum
- Interest-free travel season ticket loans
- Annual pay review
- Discounts across various categories including: Travel, Wellness and Fitness, Electronics, Accessories, Food & Drink and many more through Spectrum.Life

"The variety of what we do is amazing, from drinks receptions and garden parties, to opportunities to see performances from Stage, Prompt or the Flys - every day is different and exciting!"

ENO

Social Media Manager

To Apply

Please send the following to workwithus@eno.org:

- CV
- Covering letter (500 words maximum) **or** video (2 minutes maximum) detailing your interest and suitability for the role as well as your interview availability.

Please also submit our anonymous Equality and Diversity Monitoring Form.

We're proud to be a Disability Confident Employer. If you'd like to apply through the Disability Confident Guaranteed Interview Scheme, please mention this in your cover letter and let us know of any reasonable adjustments you may need during the interview process.

Application Deadline:
10am, Monday 12 January 2026

1st Interviews:
w/c 18 January 2026

2nd Interviews:
w/c 25 January 2026

Applications

disability confident COMMITTED

ENO

Applications

Backstage Secrets to Success

Read the job description carefully
The job description is your score and every note counts. This will help you understand whether the role is a good fit and what is required, so you can tailor your application effectively.

Read the application requirements carefully
Before your first act make sure you know your cues and stage directions. Check for any word limits, additional tasks, or submission deadlines.

Tailor your cover letter
Your cover letter is your aria- your chance to shine. Use this to tell us things that we can't see on your CV for example: why you want to work with us, how our values align with yours, and any transferable skills that make you a great fit for the role.

Check your application
Before submitting, review spelling and grammar, ensure attachments are included and correctly named, and double-check that your contact details are accurate and up to date. This is not a rehearsal. We repeat, this is not a rehearsal!

Prepare for your interview
Research the organisation, be ready to discuss experience mentioned on your CV, and think about questions you'd like to ask us. See the interview as a duet where each voice is equally as important.

Use AI tools mindfully
AI is a brilliant tool that's transforming how we work however, please ensure your application is honest and a true reflection of your experience. You can use AI to check grammar and spelling, improve structure and formatting, research the organisation or rehearse mock interviews but remember when the curtain rises, we want to see the real you in the spotlight.

Online interviews
If your interview is online, have a technical rehearsal. Check that the link works beforehand and make sure you have a quiet space, a good internet connection with minimal distractions.

In-person interviews
Confirm who you'll be meeting on the day, check your route in advance, and leave plenty of time in case of travel disruptions. This is your 5-minute call, you have 5 minutes.

Accessibility
We are an inclusive employer and want to ensure that our process is as accessible as possible. If you have any access requirements, please let us know as soon as possible by emailing us on workwithus@eno.org so that we can ensure that the stage is ready for your performance.

Information

Confidentiality

Confidentiality is so important in this role and our policy is strict. All information concerning staff, patrons and other ENO business, the disclosure of which could be detrimental to the company, must be held in the strictest confidence and may not be divulged to any unauthorised person at any time.

Data Protection

Data Protection and adherence to GDPR is equally important. We therefore require that computer information should only be accessed if this has been authorised and is necessary as part of the postholder's work. You will need to be aware of the GDPR 8 key principals, and the Computer Misuse Act1990.

Health and Safety

Health and Safety is so important at ENO and we would expect that the postholder will be happy to undertake personal responsibility for safety as will be outlined in the ENO safety policy and the Health and Safety at Work Act 1974.

Equal Opportunities

Equal Opportunities is a given. We will expect the postholder to abide by ENO's policies on Equal Opportunities and Dignity at Work.

Code of Conduct

Code of Conduct is sometimes assumed, but at ENO we will require the postholder to act in accordance with ENO's Code of Conduct whereby everyone shall be treated in a professional and courteous manner with full regard to the avoidance of discrimination, consistent with current equal opportunities employment legislation.

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