



ROYAL EXCHANGE THEATRE

Job Description

JOB TITLE: Digital Content Officer
RESPONSIBLE TO: Head of Marketing

Job context

The Marketing Department plays an essential role in developing relationships with audiences (both on and off line), participants and visitors to the Royal Exchange Theatre. The team is responsible for ticket sales but also broader communications of the activities and work of the Company, its vision and values, in order to attract new audiences, begin conversations and deepen relationships. This Digital Content Officer will make a vital contribution to achieving these goals.

Job summary

This post works alongside 3 Marketing Officers, with a specialism in managing external agencies and freelancers to create digital content and design and also to create in house digital content and design. The Digital Content Officer will develop new online audiences and build relationships with innovative, rich and relevant digital content; from films, trailers and animation to e-flyers, interviews and social media campaigns.

DUTIES AND RESPONSIBILITIES

Duties and responsibilities of post-holder

Digital Content Production

1. To produce rich and innovative digital content that brings the Royal Exchange brand to life and engages new and existing audiences locally, nationally and internationally.
2. Work with departments across the organisation to identify digital opportunities to engage stakeholders including ticket buyers, participants and digital audiences raising the profile of the organisation.
3. Work with members of the Marketing Team, Directors, Artists, Producers and external agencies to develop and execute creative digital ideas, concepts and briefs.
4. Research, manage and commission video and design agencies to create digital content.
5. Coordinating, managing, supervising and inputting to the artistic vision and direction of filming, photo shoots and other digital content creation.
6. Using relevant software to create rich content in house.
7. Using branding templates to create in house posters and artwork
8. Mentoring and training the Royal Exchange Theatre Young Company Digital Content Creators alongside the Young Company Leader.

9. To liaise closely with the Artistic Director and Executive Director to ensure they are aware of key production deadlines well in advance so they can plan time accordingly to sign off work.
10. To be fully conversant with all new technological trends and new digital marketing techniques in order to continually innovate the Royal Exchange Theatres digital output.

Digital Strategy

11. Input to the Royal Exchange Theatres digital strategy, social media plans and feed into Company-wide digital ambitions.
12. Work with external partners and funders on digital strategies and implementation including those involved in the Bruntwood Prize for Playwriting etc etc
13. Work with the Creative Learning and Engagement department to assist in the creation of digital content which will convey appropriate messages.
14. Work with the Development Department to create digital content to grow members and encourage donations and sponsorship.

Digital Marketing

15. With the Marketing Officer: Digital and Systems, planning, creating, scheduling and evaluating social media content across our channels.
16. Responsible for uploading rich content including video, photography, sound files, blogs and interviews to all digital platforms (website and social media).
17. To manage social media channels in line with the brand and tone of voice, including appropriate messaging and relationship building to manage and grow our social media audiences.
18. To measure and monitor social media metrics and input to reports as appropriate.
14. Managing and creating content for internal and external digital signage and developing a strategy for it.

Other Shared responsibilities

1. Working with the other Marketing Officers and the Head of Marketing to facilitate the design and production of marketing material, both digital and print, for the Royal Exchange Theatre within agreed brand design guidelines, timelines and budgets to the highest creative standards, and that it is appropriate to the target market.
2. To work with the wider Marketing Department to develop and implement marketing campaigns to achieve sales targets, communicate the messages and values of the Company.

3. Work with the Marketing Officer: Digital and Systems on development of the Royal Exchange website.

General duties

4. To carry out any additional activity as required by the Marketing & Communications Director as business needs dictate.
5. To carry out all tasks in accordance with best practice and organisational action plans in respect of diversity and disability equality.
6. To be aware of the work of other departments in the achievement of the Royal Exchange Theatre's aims and to take an active part in communicating and co-operating with other staff and departments.
7. To work in accordance with the Equality and Diversity policy of the Royal Exchange Theatre and to participate in the achievement of the theatre's Diversity action plan.
8. To be aware of, and comply with, rules and legislation pertaining to Health and Safety at work and to abide by the procedures as set out in the Health and Safety policy.
9. To take part in the company's work around Sustainability and reduce environmental impact.
10. To be aware of and comply with, rules and legislation pertaining to Safeguarding and to abide by the procedures as set out in the Safeguarding policy.
11. To abide by other guidelines, procedures and policies provided by the Company.

It should be noted that, in addition to the primary responsibilities and tasks listed below, there will also be the need to carry out other duties, in order to meet the demands of the department. The post-holder will therefore need adopt a flexible approach to work.

Note

This job description will be reviewed on an annual basis and updated as appropriate.

Person Specification

Essential

- To have an up to date knowledge and understanding of digital marketing including social media, design packages and website management.
- Experience of creating content for Social Media Platforms, including Facebook, Instagram, Snapchat and Twitter.
- Proven ability to use digital content creation packages such as Photoshop, Final Cut and InDesign.
- A passion for theatre/the arts
- A passion for digital and new developments in this area.
- Creative and original ideas
- Previous experience of using website content management systems
- Use of film editing software/film making experience.
- Excellent creative writing and proofreading skills and an understanding of tone of voice.
- A proven ability to communicate effectively and confidently with both internal staff and external partners.

- The ability to work under pressure to meet multiple deadlines and manage complex relationships.
- Experience of working with digital and design agencies and freelancers.
- Proactive and flexible. Willing to work evening and weekends as required.

Desirable

- Experience using Joomla and/or WordPress
- Experience of search engine optimisation
- Experience of using Google analytics
- Strong photography skills