

SHAKESPEARE NORTH PLAYHOUSE

Job Description DIGITAL CONTENT CREATOR

About the Organisation

Shakespeare North Playhouse, 'Theatre Building of the year 2023' is a unique new arts venue, which opened in the summer of 2022. It presents a vibrant contemporary cultural and learning programme featuring home co-produced and visiting performances, as well as comedy, music, community work, hire and events and a range of education and training activities.

The Shakespeare North Trust (SNT) is the Charitable organisation which is the operator of Shakespeare North Playhouse. The Trust also has two wholly owned subsidiaries within the Group structure. The subsidiaries are limited companies.

Our Vision: "Inspired by Shakespeare. Bringing Joy: Together, we tell stories that feel like our own, that change the way we see the world - opening doors, inviting debate, inspiring a love of learning, and bringing joy to this place; Our Shakespeare North Playhouse."

Our Mission – The Big Goal: "We share world-class theatre, activities and conversations inspired by Shakespeare and relevant to all of us."

Our Promise: At Shakespeare North Playhouse we commit to being 'Bold and Brave'. It is a promise we make to each other internally as a team, to our visitors, patrons, and partners, and to all our artists and makers as we all come together to create a wonderful place.

Our Values and Behaviours: The organisational values define Shakespeare North Playhouse. They create a framework for the way in which the organisation wishes to achieve the vision and objectives. The team are firm in the belief that what is achieved is only half of the plan, as how success is attained is of equal importance. It is critical that there is a framework of how people will thrive together, as a team, with partners, visitors, and audience.

Innovative - Honest - Collaborative - Creative

Equal - Supportive – Accountable - Useful

The Role

Audiences are at the heart of Shakespeare North Playhouse - from the people and communities of Prescot and Knowsley to those visiting the region.

The Audiences Team play an essential role both in selling tickets to the many performances and events at Shakespeare North Playhouse, and also in promoting the broader activities and impact of the organisation.

As a small team, we strive to create excellent customer experiences in all aspects of our work, whether that be with our artists, our audiences, participants in our creative engagement programme, or users of our spaces and facilities.

The Audiences Team are in search of their next Digital Content Creator. They will be the curator and creator of a range of digital content that shares Shakespeare North's stories across their current digital platforms, most notably social media. Shakespeare North Playhouse take pride in their bold and brave approach to their organic socials. Using it as a platform for digital storytelling through stills, short form video, long form video and infographics- driven by the ethos 'show, don't sell'. The Digital Content Creator is responsible for uncovering the stories, planning/ storyboarding the most impactful way to digitally tell them, leading the creation of the content and finally sharing.

The role is perfect for someone who thrives in a fast-paced environment working across multiple projects simultaneously.

Previous examples of work this role was responsible for creating and sharing:

- Instagram ([@ShakespeareNorthPlayhouse](#))
- Facebook ([/shakespearenorthplayhouse](#))
- X ([@ShakespeareNP](#))
- TikTok ([@ShakespeareNP](#))
- YouTube: [Shakespeare North Playhouse - YouTube](#)

Place of Work

The place of work will be Shakespeare North Playhouse in Prescot, Knowsley. Occasionally work will be required at alternative locations including partners with whom Shakespeare North co-produces.

Shakespeare North Playhouse operates a hybrid working policy by agreement with your line manager. As an operational venue there is an expectation for all roles to have a strong presence within the venue regularly.

Reporting Relationships

The post-holder will report to the Head of Audiences for Shakespeare North Playhouse. There are currently no direct line management responsibilities in this role.

This role will work alongside the Marketing Officer, Media & Communications Officer and Audience Relationship and Insights Coordinator.

Salary and Hours of work

Shakespeare North's full-time employees work 40 hours normally over 5 days. Due to the nature of this role, however, and to meet the demands of the building, the post holder will need to be flexible in their approach to work. Evening and weekend work will be required

The full-time salary will be up to £25,000 per annum depending on skills and experience

Main Duties:

The role will be responsible for the creation of varied content that maximises online engagement with users via websites, social media and other digital channels.

Content Creation

- To lead on the creation of high quality, accessible content (infographics, images and video) to promote all aspects of Shakespeare North Playhouse – from theatre productions to engagement activity and present it in an engaging way across Shakespeare North Playhouse’s existing and future digital channels to engage new audiences regionally, nationally and internationally.
- Storyboard, film and edit teaser trailers for Shakespeare North produced work.
- Storyboard, film and edit additional content to promote Shakespeare North Playhouse activities.
- Capture stills of rehearsal imagery and activities across the organisation.
- Work with teams across the organisation to identify digital opportunities to engage stakeholders including ticket buyers, participants and digital audiences raising the profile of the organisation.
- Coordinating, managing, supervising and inputting to the artistic vision and direction of filming, photo shoots and other digital content creation.
- Evaluate the use of content on digital channels. Using data to drive and support decision-making on a regular basis to encourage innovation.
- Repurpose content for different audiences and channels, including the website, social media and third-party websites
- Work closely with the team to ensure video and photography content is effectively optimised for the correct output.
- Work closely with the Marketing Officer to ensure impactful content for Marketing and Press campaigns.
- Ensure all digital screens across the venue are up to date and impactful.
- To ensure consistent use of new brand guidelines across all content.
- To ensure the UK Data Protection Act 2018 is adhered to at all times.
- Create and manage the use of templates across the organisation and for visiting companies to ensure brand consistency.

Social Media

- Support the Audiences Team to develop and implement a social media plan for the organisation.
- Regularly post and schedule content to ensure Shakespeare North Playhouse’s social media channels are populated with relevant and engaging content.
- Work closely with the team to plan and create content for social media that expands Shakespeare North Playhouse’s reach and engagement.
- Maintain a strong knowledge of developments, innovations, and new tech in social media and identify any that may be of benefit/interest to Shakespeare North Playhouse.
- Multi-Account management – lead the management of multiple social media accounts

Audience Development

- To work closely with Engagement Team colleagues to diversify audiences and focus on community engagement through digital content.

Person Specification

- Passion for theatre/performance or the arts
- Ability to take full control of the content creation for Shakespeare North Playhouse.
- Strong knowledge of Adobe Creative Cloud (InDesign, Photoshop, Premiere Pro, After Effects) or similar alternative.
- 1-3 years experience of video and audio production in either a paid role, voluntary role or in your spare time/as a hobby. High level photography & videography skills with the use of cameras and other related equipment.
- A passion for learning and keeping up to date with the latest design and digital trends.
- Experience of creating content for Social Media Platforms, including Facebook, Instagram and Twitter
- Keen eye for opportunity and detail.
- Creative and original ideas
- Organised with experience of planning and working to deadlines
- Proactive and flexible and willing to work evening and weekends as required.
- Strong photography skills
- High level of computer literacy including using Microsoft Office suite (Word, Excel and Outlook).
- Ability to solve problems proactively in a fast and effective manner, working well under pressure.
- Experience working as part of, or with, a Marketing and Communications team.
- Excellent interpersonal skills including tact and diplomacy, acting with discretion and can liaise with a broad spectrum of people.

How to Apply

If having reviewed the job description and information about the Shakespeare North Playhouse you consider yourself to be a good fit for this role, please email a CV, a cover letter of application, examples of your work (such as a website or link to your online portfolio) and completed equal opportunities form to recruitment@shakespearenorthplayhouse.co.uk

The cover letter of application should be of no more than 2 sides of A4 addressing how your experience matches the role description, why you are interested in the role and why you think your skills and experience would make you a good candidate. Alternatively, you may submit a video/audio file of no more than 10 minutes in length. You can do this via WeTransfer or an alternative file transfer service.

The deadline for applications is 12:00 on Tuesday 27th February 2024

Interviews will take place in the week commencing 11th March 2024

Diverse representation

We encourage and welcome applications from people whose background and experience are under-represented in the cultural sector. We are committed to inclusive working practices and understand there may be barriers people face when considering an opportunity like this. If you are interested in applying for this role but feel there are things that may prevent you from getting involved, please get in touch and let us know how we can support you in making your application and throughout the selection process.

Equality Monitoring

Please provide equality monitoring information on the form provided so that we can monitor the Shakespeare North Trust's equality policy and practices. The information you provide will not impact on the consideration of your application and will be used solely for the purpose of monitoring.

Data Protection

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process. Once the process is completed the data relating to unsuccessful applicants will be stored for a maximum of 6 months and then destroyed. If you are the successful candidate, your application will be retained and form the basis of your personnel record. By submitting your application, you are giving your consent to your data being stored and processed for the purpose of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate. In submitting your application, we will assume that consent by you is given. We refer you to Shakespeare North's job applicant privacy notice which you should read before applying for this role.

If you have any questions or would like to have an informal conversation about the role before applying, please contact us via email at recruitment@shakespearenorthplayhouse.co.uk

This job description is intended as a guide to the duties expected of the post-holder. These duties may be reviewed from time to time to meet the needs of the business.

As a new organisation Shakespeare North Playhouse will inevitably change as we grow and develop over the coming years. Any new appointees will be required to show a flexible approach to this process – which may involve revisions around job description, titles, roles and departmental structures.

This job description is not contractual.