

# SHAKESPEARE NORTH PLAYHOUSE

## DIGITAL INSIGHTS OFFICER

### 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.

While the team is relatively small, it has already been recognised for its excellent customer experiences in all aspects of its work, with artists, audiences, participants in our creative engagement programme, or users of the spaces and facilities.

The Digital Insights Officer will lead the creation and implementation of surveys, followed by analysis of the collected data. The role involves accurately compiling and processing data from various sources, including our CRM system Spektrix, Survey Monkey and digital platforms like Google Analytics, to generate weekly and monthly reports. These reports will vividly depict Shakespeare North's audiences and their evolution over time for both internal and external stakeholders.

The Digital Insights Officer will also leverage gathered insights to effectively guide the allocation of external agencies' time and resources toward enhancing Shakespeare North's website and Search Engine Optimisation (SEO) goals, ensuring optimal outcomes for the organisation.

We seek an individual who embodies curiosity, confidence, and engagement when presenting data to diverse audiences. Attention to detail is paramount in this role, ensuring the accuracy and reliability of our insights.

The role sits within the Audiences Team but will work very closely with all other departments, specifically Visitor Experience, Fundraising, Engagement, Production and Finance; playing a crucial role in establishing a more insight led and evidence-based approach to our activities.

The post-holder will report to the Head of Audiences for Shakespeare North Playhouse. This role will work alongside the Marketing Officer, Media & Communications Officer and Digital Content Creator and support the Visitor Experience Managers.

### **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, as a norm the Audiences Team are in venue 60% of their working days per week.

### **Salary and Hours of work**

This role is 0.6 FTE. 24 hours worked over three days.

Due to the nature of this role 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 at times.

The full-time salary will be up to £15,000 per annum depending on skills and experience (based on a full time equivalent of £25,000 per annum)

### **Main Duties:**

Shakespeare North Playhouse is committed to harnessing the power of data to enhance organisational effectiveness. Data and insights will sit at the heart of the organisation and will be used in decision-making and strategy development. The Digital Insights Officer will lead the collection and interpretation of data from various platforms.

The Digital Insights Officer will collaborate closely with the Head of Audiences to delve into data insights, optimise website functionality, and drive decision-making through data-driven analysis. The role will be responsible for creating visually engaging summaries and reports that showcase audience behaviours and the audience journey, catering to both internal and external stakeholders including Shakespeare North Playhouse's Leadership Team and key funders (Arts Council England and Knowsley Metropolitan Borough Council).

### Insights

- Audience Research Conduct audience research to gather insights for monthly reports on Shakespeare North Playhouse events, including co-productions and exhibitions. These reports will highlight key findings for dissemination up to the Board level.
- Online surveys: Develop and manage online surveys in appropriate platforms e.g. Survey Monkey to evaluate event experiences, service levels, and overall audience satisfaction, ensuring compliance with funding agreements i.e. Illuminate
- In person surveys: Develop and manage in-person surveys and utilise alternative methods to gather data from individuals who are less inclined to participate through online channels.
- In person focus groups: Facilitate in-person focus groups to gather qualitative data on audience perceptions, preferences, and behaviours.
- Collaborate with the Digital Content Creator to gather feedback from social media communities and integrate it into insights.
- Collaborate with the Visitor Experience Team to include feedback from online review sites (e.g. Trip Advisor), footfall and implement a non-digital method of feedback (e.g. a visitor book) into monthly reports.

### CRM/ Data Management

- Liaise with Spektrix identifying and resolving any functionality issues and creating custom reports in a timely manner and generally upholding a strong working relationship.
- Managing data collection and handling for the organisation using reliable methods to gather, store, cleanse, integrate and prepare data for analytics and share as required.
- Support the Head of Audiences with the organisations data insights reporting. Act as an expert in customer data, interpreting data from reports and dashboards to help the team make data-driven decisions regarding campaigns/ interactions with audiences and stakeholders.
- To proactively utilise and disseminate insights derived from The Audience Agency's Audience segmentation.
- Support the organisation to adhere to GDPR at all times.
- The Digital Insights Officer must be able to present data to internal stakeholders in an engaging manner, advocating for data driven change in the organisation.

### Website

- Work collaboratively with the Shakespeare North's external website developers (Cog Design) to manage the monthly retainer, prioritising, and allocating resource as appropriate, to help develop and refine Shakespeare North's website.
- Interrogate Google Analytics data to understand the customer journey / traffic / sales. Provide monthly reports and analysis on web and digital media usage and trends using Google Analytics and on-line sources to support organisational activity decisions.

- Use the Content Management System (CMS) to create, curate and update content across the website.
- Liaise with the external web agency identifying and resolving any functionality issues in a timely manner.
- To ensure the website and Spektrix are functioning in an integrated way and the online booking process is as effective and efficient as possible and data flows to the CRM system.
- Report on Shakespeare North's website heatmaps and customer behaviours using Hotjar.

### Search Engine Optimisation (SEO)

- With the Head of Audiences set Shakespeare North's SEO objectives and then implement an action plan to achieve the goals.
- Lead on the relationship with SN's external digital agency (Farrer Digital) to manage the charity's Google Ad Grant.
- Track Shakespeare North's keywords' positions in Google and increase qualitative traffic from organic search with the support of analytics platform Wincher.

### Person specification:

- Experience using Customer Relationship Management systems, preferably Spektrix or similar.
- Experience using a website Content Management System eg Wordpress or similar.
- Experience with Google's analytic tools.
- An understanding of Search Engine Optimisation.
- Experience of reporting, interpreting and presenting data.
- 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.
- Understanding of GDPR compliance and data integrity.
- Excellent communication both written and verbal.

### 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 and completed equal opportunities form to [recruitment@shakespearenorthplayhouse.co.uk](mailto: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.

### 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](mailto: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.

*This job description is not contractual.*