

SHAKESPEARE NORTH PLAYHOUSE

JOB DESCRIPTION SOCIAL MEDIA & CONTENT CREATION OFFICER

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 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 Social Media & Content Creation Officer.

Based in Prescot, you will look after all of Shakespeare North Playhouse's social channels including, but not limited to, content creation, scheduling and community management. You will work closely with the team to make sure these channels align with the overarching marketing and communications strategy, identifying opportunities for growth.

You'll be up to date with current digital trends and able to jump on these quickly and efficiently. We are looking for someone creative and excited to work with artists across our different shows, events and projects, creating content that enhances the various channels.

You will also work across the Shakespeare North Playhouse brand, using our tone of voice and brand to highlight the scope of work Shakespeare North Playhouse produces. You'll be the first point of contact for customers through our channels, responding in line with our guidelines.

As well as working closely with the Audience team you'll work with our internal teams including Artistic and Programming, Learning and Engagement, Fundraising and Visitor Experience. You'll also collaborate with on-site freelancers such as actors, artists, directors, production and stage management teams.

Shakespeare North Playhouse take pride in a bold and brave approach to 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'. You will be 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:

- Instagram ([@ShakespeareNorthPlayhouse](https://www.instagram.com/ShakespeareNorthPlayhouse))
- Facebook ([/shakespearenorthplayhouse](https://www.facebook.com/shakespearenorthplayhouse))
- TikTok ([@ShakespeareNP](https://www.tiktok.com/@ShakespeareNP))
- YouTube: [Shakespeare North Playhouse - YouTube](https://www.youtube.com/ShakespeareNorthPlayhouse)

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. For this role, regular presence at the venue each week is essential to capture content effectively.

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.

Salary and Hours of work

Shakespeare North's full-time employees work a 40 hour week 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 at times. The full-time salary will be up to £25,000 per annum, depending on skills and experience.

Job summary

KEY RESPONSIBILITIES:

Social Media

- **Manage Social Media Channels:** Oversee all social media accounts for Shakespeare North Playhouse, including leading the management of multiple platforms.
- **Content Scheduling:** Regularly schedule and post relevant, engaging content across all SN channels.
- **Post Request Management:** Handle social media content requests from various sources, including internal colleagues and visiting companies. Ensure that all requests align with Shakespeare North's strategy and be prepared to push back and offer alternatives if necessary.
- **Stay Updated on Trends:** Keep up with the latest social media trends and technologies, identifying new tools that could benefit SN.
- **Collaborative Content Creation:** Work with the team to plan and develop content that enhances SN's reach and engagement.
- **Identify Content Opportunities:** Look for content opportunities at events and collaborate with stakeholders and producers to meet project goals.
- **Plan Diverse Content:** Ensure comprehensive coverage of shows, projects, and events by planning a variety of content.
- **Monitor Engagement:** Monitor social media channels, respond to inquiries, and escalate issues as needed.
- **Explore Audience Growth:** Investigate new strategies for expanding SN's digital audience.
- **Support Strategy Development:** Assist in creating and implementing the social media strategy for SN.

Content Creation

- **Create High-Quality Content:** Develop accessible content such as infographics, images, and videos to promote SN's productions and activities across digital channels, targeting local, national, and international audiences.

- **Produce Promotional Materials:** Storyboard, film, and edit promotional content, including teaser trailers and rehearsal photos.
- **Collaborate with Internal Teams:** Work with various departments to identify digital engagement opportunities that enhance SN's profile.
- **Oversee Artistic Direction:** Coordinate and supervise the artistic vision for filming, photoshoots, and other content creation.
- **Evaluate Content Performance:** Regularly assess content effectiveness using data to inform innovative approaches and strategy adjustments.
- **Repurpose Content:** Adapt content for different platforms (e.g., website, social media) while ensuring consistency with SN's brand guidelines.
- **Optimise for Marketing Campaigns:** Collaborate with the Marketing & Brand Manager to enhance content for marketing and communications initiatives.
- **Ensure Compliance:** Adhere to GDPR standards and consistently apply brand guidelines and templates across all materials.
- **Work with Freelancers:** Collaborate with freelance photographers and videographers to produce additional content as needed.

Audience Development

- Work collaboratively with colleagues to broaden and diversify audiences, with a focus on community engagement through digital content.

PERSON SPECIFICATION

- **Social Media Management/ Social Media Content Creation:** Experience in managing and evaluating social media platforms. Experience creating content for platforms like Facebook, Instagram, and TikTok.
- **Passion for Culture:** A strong interest in theatre, performance, or the arts.
- **Content Creation Leadership:** Ability to take full ownership of content creation for SN.
- **Creativity:** Ability to generate creative and original ideas.
- **Adobe Creative Cloud Proficiency:** Expertise in Adobe Creative Cloud (InDesign, Photoshop, Premiere Pro, After Effects) or similar software.
- **Video and Audio Production Experience:** 1-3 years of experience in video and audio production, whether in paid roles, volunteer positions, or as a hobby. High-level skills in photography and videography, including the use of cameras and related equipment.
- **Strong Photography Skills:** High-level photography capabilities.
- **Continuous Learner:** A passion for learning and staying updated on the latest design and digital trends.
- **Attention to Detail:** A keen eye for opportunities and details.
- **Organisational Skills:** Organised with experience in planning and meeting deadlines.
- **Flexibility:** Proactive and adaptable, willing to work evenings and weekends as needed.
- **Problem-Solving Ability/ Solution-Oriented:** Capacity to solve problems quickly and effectively while working under pressure. A proactive, solution-focused approach to challenges.
- **Team Collaboration:** Experience working with or as part of a Marketing and Communications team.
- **Interpersonal Skills/ Communication Skills:** Excellent interpersonal skills, demonstrating tact and diplomacy, with the ability to liaise effectively with a diverse range of people. Strong verbal and written communication abilities.

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

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.

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

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 and a cover letter of application to recruitment@shakespearenorthplayhouse.co.uk. Please also complete our equality monitoring form available at <https://forms.office.com/e/UCG50H4YCL>

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.