

SOCIAL MEDIA CO-ORDINATOR
KNIGHTS THEATRE
APPLICATION PACK

ROLE SUMMARY:

Knights Theatre are looking for a Social Media Co-ordinator to support a Creative Scotland funded project called *(Re) Writing History* to deliver social history themed creative writing groups in 6 local authority areas across Scotland in partnership with local venues, libraries, and museums.

Knights Theatre aims to create bold, entertaining, imaginative, and thought-provoking theatre which challenges social injustice by creating contemporary plays about social history.

The role will be primarily focused on managing social media accounts and building the profile and online presence of the company as part of the project.

The role is to work on a short-term basis to deliver the above project. A flat fee will be paid of £900 based on 6 days at £150 a day and these days can be split over the duration of the project which runs until December 2022.

Although the role is fixed term it would suit someone who would be interested in becoming involved with the company on a longer-term basis. Subject to funding Knights Theatre plan to produce the first play of the company *Jennie Lee: Tomorrow Is A New Day* in early 2023 and the successful applicant may have opportunity to continue a relationship with the company.

For further information about the company visit www.knightstheatre.co.uk

Please find more information about the role below

- 1) About Knights Theatre
- 2) Job Description
- 3) Person Specification
- 4) Terms and Conditions

K N I G H T S
T H E A T R E

Knights Theatre Company Ltd is a not-for-profit company limited by guarantee |

Registered in Scotland number SC699960 | www.knightstheatre.co.uk | contact@knightstheatre.co.uk

1) ABOUT KNIGHTS THEATRE:

Knights Theatre was established in 2019 by Artistic Director and playwright Matthew Knights with the aim to create bold, entertaining, imaginative, and thought-provoking theatre which challenges social injustice by creating contemporary plays about social history. Knights Theatre is a not-for-profit company limited by guarantee which means that any surplus funds are reinvested in the company and its aims and objectives.

The first production of the company is called *Jennie Lee: Tomorrow Is A New Day* and is about the daughter of a miner from Lochgelly who became the first UK Minister for the Arts and founder of The Open University. The play has been supported by Fife Council, ONFife and The Open University in Scotland and production is being planned for 2023. The company also has a follow up play in development which is about the famous folk singer Ewan MacColl. The company also delivers innovative creative writing workshops which explore social history and relationships will be developed with venues and audiences over 2022 through the *(Re) Writing History* creative writing project. We are looking forward to establishing a key presence in the Scottish theatre scene over the coming years and we would be delighted if you would join us in helping us to achieve our aims.

2) JOB DESCRIPTION:

Design interesting and relevant content for the company's social media accounts for the *(Re) Writing History* creative writing project

Run various social media platforms and find innovative ways to build followers

Deliver social media marketing campaigns to help attract participants for Creative Writing Workshops and to promote public sharing events of participants work to be delivered at partner venues across Scotland,

Working with social media departments of other partner organisations such as libraries, museums and theatres to co-ordinate social media publicity for both workshops and events

Report on social media and website traffic and growth and provide analysis of marketing campaign performance

Liaise with the Associate Producer to gain stories of participants/audiences who are involved with the project working and find innovative ways to share their stories via the Knights Theatre social media channels

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3) PERSON SPECIFICATION:

Essential

An interest in theatre and the arts

Ability to write and deliver social media marketing campaigns

Ability to manage multiple social media platforms including creating original content and writing copy

Ability to create timeline plans and work to these

Ability to work independently and manage your own time

Proficient IT skills and ability to work between PC and Mac

Ability to ensure compliance with GDPR regulations

Ability to evaluate how campaigns have worked

Excellent verbal and written communication skills

Ability to edit video footage for Social Media Platforms

Ability to liaise with videographer and work with producers

Desirable

Further/Higher Education qualification in Marketing / Communications

Ability to manage websites

Ability to run a Mailchimp mailing list

Creativity and interest in developing a brand

Interested in audience development and reaching new audiences who don't regularly attend theatre, especially those identifying as working class

A passion for social justice

An interest in social history

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4) TERMS AND CONDITIONS

SALARY:	Flat fee of £900 based on £150 per day for 6 days
CONTRACT:	Temporary freelance contract. The role is to work on a short-term basis for approximately 0.25 days per week / 1 day per month until 08/01/2022 (26 weeks). Applicants should be registered as self-employed
WORKING HOURS:	Part-time.
LOCATION:	The company base is in Arbroath but the applicant can work remotely from any home base in Scotland
HOW TO APPLY:	To apply send a CV and covering email explaining why you are interested in the role to matthew@knightstheatre.co.uk by the closing date
DEADLINE:	03/07/22 at midnight
INTERVIEWS:	Interviews will be held via Video call in the week beginning Monday 4 July 2022
ACCESS:	If you believe there may be any barriers preventing you from applying for the role or attending an interview please get in touch and we will be keen to assist. We will be very pleased to hear from people from diverse backgrounds

If you have any questions about the role before applying please contact Artistic Director Matthew Knights by email to matthew@knightstheatre.co.uk

We look forward to hearing from you!

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