

SOCIAL MEDIA & COMMUNICATIONS OFFICER

KNIGHTS THEATRE

JOB DESCRIPTION

- Design high quality content for the company's social media accounts to promote the production of Jennie Lee: Tomorrow is a New Day.
- Liaise with individuals across Knights Theatre to create creative and imaginative marketing content, working in conjunction with directors, artists, casts etc.
- Working with designers, photographers and videographers, ensuring assets are produced on time and to schedule.
- Run various social media platforms and find innovative ways to build followers.
- Design and deliver social media marketing campaigns.
- Liaise with main partners ONFife and The Open University in Scotland to maximise marketing potential across social media platforms.
- Report on social media and website traffic and growth and provide analysis of marketing campaign performance.
- Contribute towards development of marketing strategy with Artistic Director and Associate Producer.
- Newsletters – create engaging copy for mailing lists using Mailchimp, including scheduling mail outs.
- Direct Mail – coordinate direct mail campaigns to community groups as well as formal partners varying the tone and content as required.
- Press & PR – Liaise with our Press & PR to ensure there is a coherent link between press releases and social media output e.g. by sharing press releases effectively.
- Outreach – support community engagement activities by using social media to reach people to engage with and to talk about our work.

KNIGHTS
THEATRE

*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*

PERSON SPECIFICATION:**Essential:**

- Motivated and hard-working with good attention to detail
- Good time management and prioritisation skills
- Ability to work as part of a small and dedicated team
- Ability to schedule and prioritise work loads
- Ability to write and deliver social media marketing campaigns
- Ability to manage multiple social media platforms including creating original content and writing copy
- Organizational skills and 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

Desirable:

- Further/Higher Education qualification in Marketing / Communications
- Graphic design skills
- 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
- Two years experience in a relevant field, ideally from within the cultural/arts sector
- Experience of working independently and, also, leading teams and/or campaign
- Interested in, or curious about, the performing arts
- Knowledge of Google Analytics

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