

THE MARLOWE

Job Description

POST DETAILS	
Organisation	The Marlowe Trust
Job title	Social Media Content Creator
Reports to	Director of Marketing & Communications
Grade	10

JOB PURPOSE

To lead on the development and implementation of The Marlowe's social media plan, to increase our engagement and presence across a range of platforms and to create content that inspires our followers and increases our online reach and reputation.

To take The Marlowe out to the world, by creating content that grows the range of audiences and communities that we talk to.

PRINCIPLE ACCOUNTABILITIES

- To lead on the development and implementation of The Marlowe's social media plan, to increase our digital influence and presence.
- To create powerful and imaginative content that will tell the story of what The Marlowe does, to raise the profile and reach of our activity.
- To use digital to grow audiences and create communities around The Marlowe and its work, devising authentic and compelling content that will engage with a wide range of audiences and followers, including those who don't yet engage with what we do.
- To run our social media channels, creating meaningful interactions and conversations with our followers.
- To work with teams across the whole organisation to devise and create original content that will increase the reach of all that we do, including our programme of shows, learning and participation activities, creation of new work and support of artists.
- To champion the use of digital across our organisation, helping our teams to use content to tell the story of what they do and broaden its reach and

profile.

- To create engaging content for The Marlowe's website, to give a deeper understanding of what the organisation does.
- To find ways for The Marlowe's voice to be part of national conversations as they happen, through content and social.
- To create digital content that powerfully expresses the ethos of our organisation, including our values of authenticity and passion for all that we do.
- To be responsible for horizon scanning, looking for brand new digital opportunities that The Marlowe can engage with.
- To commission and project manage the creation of digital assets by external companies.
- To perform analytics of all The Marlowe's social media activity, to identify trends that will inform our strategy.
- To work closely with the rest of the Marketing & Communications team to create an on-going schedule for what goes on our timeline and when.

REQUIRED ATTRIBUTES

Required Qualities	<p>The Marlowe's core values are to be authentic, supportive, resilient, collaborative, inclusive and passionate in everything we do.</p> <p>We actively seek to represent the diversity of our society.</p> <p>In order to live our values, our Social Media Manager should:</p> <ul style="list-style-type: none"> • Be a great communicator, who is savvy and confident. • Be digitally forward thinking. • Be passionate about theatre and live performance.
Knowledge	<ul style="list-style-type: none"> • A good level of knowledge of theatre and the arts.
Skills	<ul style="list-style-type: none"> • Knowledge and understanding of current digital platforms. • Excellent written and verbal communication skills. • Excellent interpersonal skills. • The ability to adapt. • Good copywriting skills. • Good video creation skills including filming and editing. • Basic level of skills in design packages, such as Adobe Creative Suite's Photoshop and Illustrator, or their equivalents.

	<ul style="list-style-type: none"> • Good level of IT skills. • Good level of written and verbal communication skills.
Experience	<ul style="list-style-type: none"> • Proven track record of creating engaging social media content in a personal or professional capacity. • Experience of running successful platforms and increasing followers. • Good experience in devising and creating content in a personal or professional capacity (eg video, memes etc.)
Qualifications	<ul style="list-style-type: none"> • A good standard of literacy and numeracy.

JOB DIMENSIONS	
Annual budgetary amounts	Direct £ 0 Indirect £ 0
Number of staff reporting to the job holder	Direct 0 Indirect 0
Any other relevant statistics/information	

WORKING ENVIRONMENT
<p>The Marlowe Trust is open to flexible working so talk to us about how you think you can best deliver this job and about your flexible working needs.</p> <p>The Marlowe's performances happen mostly in the evenings and at weekends. In order to deliver the best service to our customers, all of our posts, whether frontline, strategic, planning or support roles, require some evening and weekend working.</p>

ORGANISATION CHART
See attached

March 2021