



Job Description: Digital and Communications Officer

Responsible to: Head of Communications

Job Purpose

In consultation with the Head of Communications, to create and execute engaging and dynamic digital campaigns consistent with the National Theatre of Scotland's mission and branding, nationally and internationally and to support the communications function of the Audience and Media department.

Key Responsibilities

Social Media

- To manage and monitor existing social media platforms (e.g. Facebook, Twitter, Instagram, TikTok) and any new significant emerging social media platform) to communicate the work of National Theatre of Scotland to its audiences and stakeholders.
- To establish and maintain relationships with Company stakeholders including audiences, co-producers, partners, touring venues, artists and creative teams in support of social media activity.
- To work with colleagues in the Audience and Media department to manage the Company's presence on social media, to add National Theatre of Scotland's voice to ongoing conversations about our work and other areas of interest, and to seek to maximise the benefit of engaging with this technology.
- To work with colleagues in the Audience and Media department to maximise exposure, engagement and distribution for all digital content.
- To continue to monitor the effectiveness of these sites/platforms and to ensure consistency of message in accordance with Company brand guidelines.
- To champion and support with the implementation of the Company Social Media policy and accompanying guidelines to ensure that all members of the Company are able confidently and safely to engage in social media on behalf of, or as representatives of, National Theatre of Scotland.
- To continue to find new social media platforms to share news of the Company's work, and to evaluate and monitor the effectiveness of existing ones.
- To alert key members of staff to any sensitive issues on all platforms and to respond to incidents in a timely manner including light monitoring of channels out of office hours.
- To support the Head of Communications and Senior Colleagues in issue or crisis management, if required.
- To work closely with the Content team to identify and support the creation of social content which connects with the National Theatre of Scotland's target audiences.
- Horizon scan for new opportunities in the social media area to ensure the National Theatre of Scotland is perceived as a creative and innovative organisation.
- To maintain a friendly, professional tone in all online communications.

Online promotion and other duties

- To manage invitations for opening night events and assist with management of stakeholder events and openings.
- To collate audience feedback on all Company activities through all digital platforms and provide reports as required.
- To support the Communications team activities as required.

Other

- Be present at National Theatre of Scotland performances and other events out of normal office hours as required.
- Any other duties as required in support of the department.

Organisational Requirements

- Be actively committed to ensure that everyone we connect with is treated with respect and dignity and work to create an environment in which a diversity of backgrounds and experience is valued.
- Work towards the achievement of our organisational goals.
- Take part in organisational projects as required.
- Maintain a high standard of customer care.
- Use ICT applications to service the post's administrative needs.
- As the post holder may be the first point of contact for many external organisations and individuals, remain up to date with, and aware of, developments within National Theatre of Scotland and its work.
- As the post will require handling, processing, and recording of restricted information, confidentiality is required to be always maintained.
- Attendance at our performances and those of other companies, to develop and maintain an understanding of developments within the company's work and the wider sector.
- Comply with our Health and Safety Policy and statutory regulations.

Person Specification

<i>Skills and Experience</i>	Essential	Desirable
Good understanding of the changing social and digital landscape, and a passion for digital communications.	√	
Experience of working within the live performing arts.	√	
Experience in working in a communications role.	√	
Experience of successfully planning and managing an organisation's overall digital presence across multiple platforms and for a variety of audiences.	√	

Ability to prioritise a busy and varied workload and work at a fast pace.	√	
Good IT, social and digital skills (including Office 365).	√	
A genuine enthusiasm for arts and theatre in all its forms and commitment to wider access and participation in the arts.	√	
Identifying as from any of the Company's priority underrepresented groups including people of colour, D/deaf/disabled people, Gaelic speakers, neurodiverse and BSL users.		√

Terms and Conditions of Employment

Annual salary: £26,000 per annum.

Holiday entitlement: 34 days per annum, including public holidays.

Probationary period: 6 months.

Notice period: 2 months on both sides.

Hours of work 35 hours per week and as necessary to fulfil the scope of responsibilities within the post.

Place of work: Based at Rockvilla in Glasgow; also expected to attend events, performances and briefings across Scotland and beyond.

Pension: The Company makes an 8% contribution into the company's group personal pension plan on condition that the employee makes a minimum contribution of 4%.