**Job Description**

**Responsible to:** Director of Audience and Media

**Responsible for:** Website and Content Assistant

Graphic Designer and Photographer

Video Producer

**Overall purpose**

To develop, produce and deliver a creative and inspiring content strategy that carries National Theatre of Scotland’s key messages and brand story, engages and excites existing and diverse new audiences, artists, participants, funders, sponsors and other stakeholders. The Content Manager contributes to the delivery of our strategic goals for increasing audiences, sales, donations, engagement and participation.

**Main responsibilities**

***Strategy***

* With the Director of Audience and Media, to formulate and lead our digital and print content strategy.
* To contribute to the development of our brand and ensure that content across all the organisation’s teams has a coherent voice, style and visual identity.
* To keep up to date and report on technology and content trends and work with creative teams and producers to advise on and contribute to cross-platform artistic digital work.

***Management***

* Develop strong working relationships with other teams, including Creative Engagement, Development, Artistic Development and Production as well as with external partners and organisations, maintaining a good understanding of their needs and priorities.
* Develop an excellent working relationship with the Marketing Manager and Head of Communications to understand the priorities for our brand and communications.
* Manage the work of the content team, encouraging the development of their skills and talents in line with team objectives.
* Manage external creative teams, designers and photographers to ensure delivery to high standards, on time and on budgets.

***Content***

* Oversee the research, development and delivery of innovative and effective editorial, picture and film content, to defined audience, participation and fundraising targets and briefs.
* Evaluate, develop and test ideas for new content.
* Together with the Chief Executive/Artistic Director and the Director of Audience and Media, develop a wide range of digital projects, from performance captures to Virtual Reality films and other innovative projects including artistic-led short films, music releases and distribution.
* Manage a varied range of formats including e-mails, videos, live streaming, blogs, podcasts, and images.
* Create monthly e-newsletters for each season as well as other targeted e-mails as required by the overall Customer Relationship Management strategy.
* Commission appropriate authors, contributors and digital artists to expand the range of voices within the content plan and edit or oversee their work.
* Manage design and printing processes for publications and other print materials, ensuring they are delivered to the highest standards, on budget and time.
* Work with the Dramaturg and Producers to contribute to the publication of play texts.
* Ensure compliance with accessibility standards.
* Ensure compliance with Data Protection legislation and Intellectual Property Rights on our platforms.
* Maintain the Company’s digital content archive.

***Website***

* Maintain the National Theatre of Scotland website using Craft Content Management System, keeping all information current and accurate.
* Regularly optimise visitors’ flow in order to reach our sales, participation and fundraising targets.
* Create engaging and informative online content.
* Be responsible for our web domain registrations, purchase of appropriate licenses and negotiations on copyright and permissions.

***Analytics and reporting***

* Monitor the performance of content across all platforms using an analytics and Key Performance Indicator framework, adapting the content plan as a result.
* Provide weekly activity reports on the website and content statistics.
* Support the marketing team in choosing the best content and target audience in their digital marketing campaigns.

**Organisational Requirements**

* Work towards the achievement of National Theatre of Scotland’s 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, the Content Manager is expected to 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 maintained at all times.
* Attendance at performances of the National Theatre of Scotland and other companies, to develop and maintain an understanding of developments within the company’s work and the wider sector.
* Comply with National Theatre of Scotland’s Health and Safety Policy and statutory regulations.
* Engage with our work and commitment to be an anti-racist organisation

**Person Specification**

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| Skills and Experience | **Essential** |
| Proven experience of curating, producing and editing highly engaging content for digital, social media, and print | √ |
| Sound editorial judgment based on a good understanding of target audiences and using data to inform content production | √ |
| Good literacy skills both written and spoken | √ |
| Demonstrable experience in using website content management systems and a good understanding of search engine optimization and Google Analytics. | √ |
| Experience of leading, managing and developing people as well as dealing with contributors remotely, including Video Producers and Graphic Designers | √ |
| Ability to complete tasks and projects on time and to a high standard, demonstrating a can-do attitude | √ |

**Terms and Conditions of Employment**

**Annual salary:**               £24,000 per annum (equivalent to £30,000 per annum full time)

**Hours of work:** 28 hours per week and as necessary to fulfil the scope of responsibilities within the post. Our full-time hours are 35 hours per week so this post is part time and a suitable working pattern will be agreed in advance of the start date.

**Status:** Maternity Cover – fixed term contract to 31 March 2022

**Start date:** Beginning to mid-February 2021

**Holiday entitlement:**       34 days per annum (including public holidays) for full time staff

**Probationary period:**       2 months

**Notice period:**                 1 month

**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%.

**Place of Work:** Based in National Theatre of Scotland’s office in Glasgow but will be expected to attend events, performances and briefings wherever there is or expected to be a Company presence

**Additional Hours:** Attendance at National Theatre of Scotland performances and meetings out with office hours.