

CUMBERNAULD THEATRE TRUST

Digital Marketing and

Communication Assistant

RECRUITMENT PACK & JOB OUTLINE

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**Background information**

Cumbernauld Theatre seeks a Digital Marketing and Communication Assistant to join our vibrant team at Lanternhouse, the new performing arts venue in Cumbernauld.

Cumbernauld’s new cultural home for theatre, cinema, music, comedy and dance offers state of the art facilities alongside performing arts classes and community creative learning projects. With a 270-seat main auditorium, 100 seat studio theatre, 80 seat cinema and dance studio this is an exciting opportunity to help us to build and enhance Cumbernauld Theatre Trust’s relationships with organisations and individuals living and working in the Cumbernauld area and to further cement the new arts venue as a cultural hub for the whole community.

**Our Vision**

**Cumbernauld Theatre: Uniting Through Sustainable Arts for Positive Change in Scotland**

Cumbernauld Theatre creates meaningful opportunities for artists, audiences and participants to connect, exploring the power of the arts to enrich and transform all our lives, enabling a life-long creative journey for individuals, families and groups from across all our communities.

**Our Values**

We will be proactive agents of change, showing clear community leadership, working in partnership, advocating for the transformative power of arts, with an environmentally responsible operating plan delivering a sustainable social enterprise led cultural hub with long-term resilience.

Cumbernauld Theatre's team uphold and promote a set of core values that reflect how we can perform at our best to deliver against the company's commitment to high quality artistic practices and programming that promote social inclusion, broaden perspectives, and foster empathy, while also prioritising local participation and collaboration to make a positive impact on the community.

* **Artistic excellence:** striving for the highest quality in all artistic and creative endeavours.
* **Community engagement**: placing a high value on local participation, understanding the community's preferences, and evaluating participant experiences.
* **Inclusivity:** ensuring that all members of the community feel welcome and represented in the company's activities.
* **Collaboration:** actively working with various network groups and agencies of influence to identify community priorities and make communities better places to live.
* **Innovation:** embracing new approaches and delivery models to enhance the quality of artistic and creative experiences.
* **Empowerment:** using cultural-led community development as a means to transform communities and improve people's lives.
* **Sustainable Leadership:** Taking proactive responsibility, individually and as a team for reducing our environmental impact and inspiring others in the creative sector to prioritise sustainability.

**Our Behaviours**

The culture of Cumbernauld Theatre is shaped by the following behaviours:

* **Adaptability and resilience:** Being responsive, adaptable, and resilient in the face of change and challenge.
* **Collaboration and teamwork:** Having strong communication skills, working with colleagues to enable the progress of key tasks, and being able to work with others to achieve shared goals.
* **Trust and respect:** Trusting and respecting colleagues' skills, being dependable and reliable, and being empowered within your role.
* **Creativity and learning:** Embracing change, exploring options, and allowing projects to develop organically. Striving for excellence and being dedicated to achieving results. Continually learning, researching, and finding out new information.
* **Care and passion:** Being mindful of our impact on others, maintaining a positive attitude, and caring about what we do. Being passionate about the arts, having energy, and being dedicated to enhancing the community's cultural experiences.
* **Environmentally Responsible:** taking every step individually and when we work as a team to reduce our environmental impact in relation to all aspects of our work, seeking out sustainable approaches and encouraging others to do the same.

**About Us**

Cumbernauld Theatre is a performing arts charity that produces and presents theatre, music, dance and comedy for the community of Cumbernauld and North Lanarkshire.

From our new home based on the Cumbernauld Academy Campus, Cumbernauld, we deliver an all engaging and inclusive professional programme for the entertainment, enjoyment and enrichment of our diverse community.

We believe our work has transformative and empowering potential. Working at the heart of our community we are building creativity, broadening perspectives, supporting community cohesion, enhancing life experiences and investing in performance arts skills development for a creative, innovative, fairer Scotland.

The new arts venue is a vibrant centre for inclusive community creativity and Cumbernauld’s new cultural home for theatre, cinema, music, comedy and dance and get- togethers in our welcoming café/bar.

**CUMBERNAULD THEATRE TRUST**

Digital Marketing and Communications Assistant

JOB OUTLINE

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| **Post Title:**  | Digital Marketing and Communications Assistant  |
| **Reports to:**  | Marketing and Communications Manager  |
| **Direct reports:**  | None  |
| **Location:**  | Cumbernauld Theatre at Lanternhouse, Cumbernauld  |
| **Pay Grade:**  | £24,170 (£12,430 pro rata)  |
| **Contracted** **Minimum Hours:**  | 18hrs per week across either 2.5, 3 or 4 days, Tuesday – Friday (working pattern to be agreed on appointment) |
| **Contract Type:**  | Fixed term – 12 months |

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| **Job Purpose and Scope**The Digital Marketing and Communications Assistant at Cumbernauld Theatre plays a pivotal role in amplifying our mission to foster empowerment, community unity, and social change through the arts. Tasked with executing innovative digital marketing strategies under the Marketing and Communications Manager's guidance, this role is instrumental in promoting inclusivity and sustainable arts at Lanternhouse arts centre. By managing social media, crafting compelling content, analysing engagement data, and bolstering communications, the Digital Marketing and Communications Assistant enhances our engagement with diverse audiences, supporting a rich array of live performances, cinema, community events and participatory arts activities.The post holder should have a passion for Theatre and Performance arts and is expected to be committed to our vision and values, supporting our ambitions for artistic excellence in the delivery of our creative artistic programme, and to be an advocate for the valuable role that Cumbernauld Theatre plays as a cultural leader in North Lanarkshire and beyond. **Main Duties and Responsibilities**• **Digital Content Creation**: Develop content for our website, social media platforms, and email campaigns that celebrates and promotes Cumbernauld Theatre's commitment to multi-disciplinary artistic excellence, equal and diverse community engagement and empowerment, fairworking and sustainability. Highlight stories that showcase the transformative impact of our work on individuals and the community. Promote inclusion for all within our empowering creative organisation.• **Social Media Marketing**: Elevate our social media presence to engage a broader and more diverse audience. Foster online communities that reflect our inclusive values and the vibrant cultural tapestry of our community. Schedule and monitor social media activity, engaging with our community and ensuring a consistent brand voice.• **Email Marketing**: Craft email campaigns that not only promote our events but also articulate the value of the arts in driving social change, community cohesion, and personal empowerment. Create and distribute email newsletters and email marketing campaigns.• **Analytics and Reporting**: Utilise analytics tools to gauge the effectiveness of digital marketing efforts against our strategic goals of expanding reach, enhancing accessibility, and promoting engagement across all sectors of our community. Using tools such as Google Analytics and social media insights, Spektrix reports, contributing customer engagement and behaviour information to reports for the Marketing and Communications Manager and wider Management team on request.• **Event Promotion**: Strategically promote a diverse range of events that cater to various demographics, including communities at risk of exclusion, ensuring the theatre remains a beacon of cultural unity and inclusivity. Work with the team to promote the Theatre’s busy programme of live performances, the cinema, participatory classes and workshops, and community events across digital channels.• **Website Maintenance**: Ensure the website serves as a hub for both information and inspiration, showcasing the theatre's role as a leader in artistic excellence, community empowerment through the arts, sustainable and inclusive arts programming. Keep the theatre's website up-to-date with event listings, news, and content.• **Collaboration**: Work closely with all departments to ensure a unified and strategic approach to digital marketing, aligning with the theatre's ethos of creativity, collaboration, sustainability, and community empowerment. Supporting a seamless application of brand tone of voice across all platforms and channels of communications. |

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| **Person Specification**EssentialQualifications and Training* Foundational level, certified training in Marketing, Communications, Business Management, Event Management, Visual communications, or any related field where marketing is a component.
* Higher in English and/or an Arts subject at SCQF Level 6 or 7, demonstrating a strong foundation in both written and visual communication, creativity and analytical skills essential for a Digital Marketing role.
* **Digital Marketing Foundation**: Demonstrated knowledge in digital marketing, evidenced by industry-recognised courses, with skills in social media, content creation, email marketing, and digital planning, or equivalent evidence based experience gained in the workplace.
* **Professional Growth**: Commitment to ongoing professional development, staying current with digital marketing trends and technologies.
* **Collaboration and Independence**: Ability to excel in both team environments and solo projects.
* **Organisational Abilities**: Strong capacity to organise and schedule work flows, ability to juggle multiple tasks with keen attention to detail.
* **Creativity**: Innovative, creative thinking and a keen eye for design and content aesthetics.

Experience* At least 1 year of experience working in a similar role (freelance work is recognised).

Aptitudes and Skills* Good copywriting, proofreading and editing skills,
* Ability to generate creative copy for a variety of audiences
* Ability to generate imaginative solutions to creative challenges.
* A self-motivated team player, with an outgoing and enthusiastic personality, able to work under pressure and to tight deadlines with patience and good humour.
* Ability to plan and think strategically and on your feet
* Ability to multi-task in a fast-paced cultural environment
* Excellent organisational skills with the ability to prioritise a demanding workload and meet deadlines
* Excellent verbal and written communication skills
* IT skills especially in Word, Excel, MS Teams
* Capacity and willingness to learn

Personal Qualities* A strong commitment to making a positive difference to the community
* A commitment to working towards achieving CTT’s vision and working within our values and ethos.
* Ability to develop effective professional relationships, both internally and externally
* Ability to represent the organisation professionally and confidently.
* Ability to respond to crisis, work well under pressure and have a flexible approach to work
* Consistently honest and trustworthy in approach
* Friendly, approachable and engaging

**Desirable**Qualifications and Training• **Digital Tools Proficiency**: Experience with social media and email management platforms like Adobe Content Scheduler, Dotdigital, Google Analytics. Customer management systems like Spektrix.• **Arts Sector Passion**: Knowledge of the arts sector and a passion for multiple arts disciplines including theatre, classical or popular music, traditional Scottish folk and acoustic music, dance, cinema.• **Engagement**: Knowledge of creative learning, arts participation and community engagement and development in the arts.• **Design Skills**: Familiarity with tools for graphic design, photo and video editing, audio editing - Adobe Creative Suite (Photoshop, InDesign) for creating engaging visual content.• **SEO and Content Optimisation**: a working knowledge of applications for SEO, PPC, content, social media, and competitive research, analysis of content for keywords, readability, and meta tags.• **Continual Learning**: Eagerness to acquire new skills through specialised training and micro-credentials to maintain a competitive edge.Knowledge* Familiarity with the contemporary theatre and performing arts sector
* Knowledge of the Third Sector
* Familiarity with Cumbernauld and the community we serve

Experience* Experience working with the Third Sector and Charities
* Working with the local community

Personal Qualities* Interest in Theatre and Performing Arts
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| Other Essential Information The post-holder will be required to pass a standard Disclosure Scotland background check |

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| **Terms & Conditions**Title of Post: Digital Marketing and Communications AssistantSalary: £24,170 (£12,430 pro rata)  Hours: 18hrs per week across either 2.5, 3 or 4 days, Tuesday – Friday, with occasional evening/weekend work according to the needs of the programme (working pattern to be agreed on appointment). Additional hours during busy periods may be necessary to fulfil the requirements of the role. No additional salary will be paid for weeks that require additional hours, however time off in lieu for extra hours worked will be given wherever reasonably possible. These must be authorised in advance.Contract: One year fixed term, with a three-month probationary period.  Holiday entitlement: 25 days per annum (increases to 30 days on completion of five years’ service) plus 9 Public holidays, 4 of which are fixed and 5 that can be taken flexibly by mutual agreement.Pension: CTT operates an auto enrolment scheme to which both employee and CTT will make monthly contributions. The employee has the option to opt out of the scheme if preferred.Right to Work: The successful applicant will be required to provide documentation under the Immigration, Asylum and Nationality Act 2006References: Offers of Employment are subject to the receipt of references that are satisfactory to CTT.Additional Benefits: A staff discount scheme applies to all employees for cinema, performances and the café.Notice period: 1 Month Location: Lanternhouse, Cumbernauld Academy Campus, Kildrum Road, Cumbernauld |

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| **Application Procedure**We strongly encourage people with disabilities and people who are from ethnically or culturally diverse backgrounds to apply as CTT is keen for the team and its work to be informed and representative of the diverse community it serves.Please send the completed application form by email or post, together with a covering letter to:

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| Amanda YoungOperations Director – Depute CEOCumbernauld Theatre TrustLanternhouseSouth Kildrum Ring RoadCumbernauldNorth LanarkshireG67 2UF Email: recruitment@cumbernauldtheatre.co.uk |  |

Please mark in the email subject:  Application for Digital Marketing and Communications Assistant **Closing Date for Applications**: Monday, 26th February 2024, 5pm**Interviews will take place**: Wednesday, 6th March 2024.**Start Date**: To be agreed upon appointment. |

[**lanternhousearts.org**](https://lanternhousearts.org/) **| info@cumbernauldtheatre.co.uk**

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