



Digital Coordinator

Purpose of Job

Our busy Communications team works across both Leeds Grand Theatre and City Varieties Music Hall and provide support to the Hyde Park Picture House team as required.

As Digital Co-ordinator you will be responsible for managing the Leeds Heritage Theatres website, ensuring that the whole Company is represented, and that the customer journey is comprehensive and engaging. You will support all areas of the business in curating and creating content that enhances Leeds Heritage Theatres brand, supports in income generation, and raises awareness of our work.

Principal Accountabilities

To manage and maintain the Leeds Heritage Theatres website, considering functionality, appearance, content and performance in accordance with brand guidelines.

To support the managing of our social media accounts; both proactive and responsive.

To support the team in setting up and managing online advertising.

In collaboration with the Marketing Communications Manager and Marketing Communications Officer, create engaging email marketing campaigns.

To use Google analytics to report on trends, audience data and to track advert and campaign responses as appropriate.

Nature and Scope of Role

To be responsible for updating and managing our websites and to contribute to the development of our websites structure, including content and images, checking for quality and ensuring that brand guidelines are adhered to.

Working with our web support agency, to manage the technical aspects of web maintenance, including troubleshooting.

Following training, to use our CMS and ticketing system to seamlessly connect databases and other back-end components.

To collate and manage digital assets for both Leeds Heritage Theatres and visiting companies and performances.

To support the team in writing and creating content for, and respond to queries, on our social media sites and other communication channels. To keep abreast of key trends in social media and digital development and identify opportunities for the Company to develop its presence and enhance the brand.

To support in the planning and delivery of relevant, engaging content for the blog.

To use Google analytics and social media data to report on customer usage to inform team decision making. To assess user feedback, effectiveness, and traffic to draw more users to our websites.

To support the team in running events, including press/gala nights and photoshoots.

Any other duties commensurate with the post.

Key Relationships

Internal

Communications Department

Box Office

Learning Department

House Management

Programming

External

Web agency

Media Buying Agencies

Visiting Companies

Person Specification

Essential

Proven ability to manage multiple projects and deadlines.

Excellent written and verbal communication skills.
Excellent interpersonal skills and the ability to work across different departments.
Excellent administrative and organisational skills, demonstrating accuracy and attention to detail.
Ability to take initiative and make informed decisions, as well as work collaboratively as part of a team.
Ability to write HTML and CSS, and experience of working with WordPress.
Proven experience of using google analytics and Facebook insights to provide accurate data and inform decision making.
Willingness to learn new software and develop new skills.

Desirable

Experience of using systems to analyse data and produce reports.
Experience of Google Adwords and Facebook advertising.
Experience of creating and editing video to a high standard.
Experience of working in an office.
An interest in the arts and culture.

Fixed Term Contract

Two years

Responsible to

Communications Manager

Salary

£22,760

Holiday Entitlement

20 days pa plus bank holidays

Benefits

Generous average salary pension scheme
TOIL (time off in lieu system)
Regular staff offers and discounts for our own venues and local businesses

Probation Period

Six months

Notice Period

One month

Hours

37 per week (flexible start/finish times)
Some evening and weekend work required