

## Job Summary

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### DIGITAL MANAGER

**Responsible to:** Director of Marketing and Press  
Working closely with and for the  
Director of IT & Administration

**Salary:** £31,000-£34,000

**Contract:** Permanent

**Hours:** Full Time, 35 hours per week.  
Normal office hours are 10am –  
6pm Monday to Friday. Evening  
and weekend work is required.  
No overtime or TOIL is offered.

**Holiday:** 25 days per annum pro rata rising  
by one day per full financial year  
served to a maximum of 30 days.

**Probation period:** 3 months

**Notice period:** 3 months

#### Key Objectives:

The Digital Manager plays an integral role in the development and management of the Young Vic's digital roadmap. In collaboration with the Director of Marketing and Press, and the Director of IT &

Administration, the Digital Manager will help to deliver a roadmap that drives reach, revenue, reputation and engagement for the organisation. This person will play a key role in shaping digital delivery across a range of channels for one of the leading producing theatres in the UK.

This role requires someone who is creative, technically-minded and analytical, with great project management and problem-solving skills and a passion for digital technology. With excellent communication skills and a positive, proactive attitude, they will be able to multi-task and deliver in a busy environment.

The Digital Manager will work across a range of projects in the organisation and therefore will need to form effective working relationships with various internal teams, external stakeholders and third party suppliers, supporting with staff training, keeping up to date with and sharing existing best practice to drive digital projects forward on time and to budget.

## **Job Description**

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### **DIGITAL MANAGER**

#### **Main Responsibilities:**

#### **Digital Roadmap and Initiatives**

- Help to create a holistic digital roadmap for the organisation and develop processes and procedures in order to implement the roadmap.
- Be involved in the production of and lead on the communications for Young Vic digital projects, developing and maintaining the platforms used to host digital projects and ensuring effective positioning online.
- Help to build a detailed picture of the digital support needs of various Young Vic departments, identifying common needs and ways to effectively deliver digital projects in the most joined-up and efficient fashion.
- Serve as digital champion and advisor for digital activity within the organisation by developing, testing and advocating processes that create a more efficient and comfortable work environment.
- Identify ways to streamline digital processes, and maximise ways to futureproof Young Vic digital technology.
- Harness your own expertise to provide actionable advice, and signpost to relevant

training, support, systems or partners in order to achieve organisational digital goals, sharing learning and progress within the company.

- Keep abreast of the changing digital landscape, proactively identifying opportunities to learn from new innovations or best practice examples.

## **Websites and Digital Platforms**

- Lead on the project management of the Young Vic's web and digital output ensuring projects remain on schedule and within budget.
- Be responsible for ensuring the ongoing functionality and development of the Young Vic website, the Directors Program website and any other digital platforms, ensuring effective testing of any new functionality developed.
- Take responsibility for ensuring that the Young Vic websites and online channels are functioning effectively, reporting any bugs that may arise and that all information and functionality adheres to the Young Vic Privacy Policy and GDPR guidelines.
- Act as a point of contact for, procure, brief and manage a range of external agencies and suppliers providing technical, content and research services, especially in relation to our web agency.

- Oversee the CMS for the Young Vic websites, ensuring that all users maintain a high level of design consistency.
- Ensure effective integration of third-party platforms with Young Vic websites, in particular the ticketing platform (Tessitura) and ticketing pathway (TNEW), in collaboration with the Data and Systems Manager and Ticketing Manager
- Be responsible for the regular health checking of all Young Vic websites and any future digital development, ensuring they meet the Young Vic standard for accessibility, openness and usability.
- Ensure effective capture and analysis of website user data, using Google Analytics, Google Tag Manager and other platforms as required, and provide data and reports as needed to inform marketing campaigns, web development and wider company planning.
- Analyse data and generate insights to understand how users behave online and identify barriers to conversion, aiming to improve online experiences and conversion rates.

## **Digital Marketing and Communications**

- Work closely with the Marketing, Taking Part, Directors Program and Development teams to ensure a joined-up and effective digital communications offer, in order to build

reputation, extend reach, drive income and maximise audience engagement.

- Work closely with the Marketing team to support the planning and implementation of digital advertising campaigns, fulfilling any technical requirements needed to track results.
- Oversee the implementation of the company's search strategy (SEO and paid) and be responsible for maximising the Young Vic's position in search rankings.
- Keep up-to-date with the latest innovations in digital marketing and communications; work to raise internal understanding of digital communications and ensure that colleagues fully exploit opportunities online.
- Support the development of a successful e-CRM Strategy for the Young Vic, working to improve visitor, commercial and membership e-communications.
- Provide support and advice on best practice in the use of customer data for marketing, fundraising and other purposes, GDPR and other legalities of storing, using and sharing customer data.

## **Content**

- Provide support and advice on best practice for the Young Vic's digital content strategy and content distribution plans for all strands of Young Vic work, including stage productions,

the Directors Program, Taking Part projects and Development initiatives.

- Support the planning, creation and delivery of original, engaging and strategic content for Young Vic websites and social media channels to help increase Young Vic audiences and deepen engagement, including video, audio, written, graphics, social and audio content, maximising use of the A/V suite, liaising with external partners as needed.
- Support the production of digital assets across all strands of Young Vic work.
- Coordinate and oversee the live streaming of Young Vic content through its digital channels.

## **Training & Organisational Support**

- Work to help raise digital literacy across the organisation.
- Build and unlock digital capacity within the organisation by formulating clear actions around improving digital skills and processes.
- Train other staff members in the CMS, email marketing system, social media and other digital platforms and enable other departments to support their own campaigns.
- Work closely with the Data and Systems Manager to implement and maintain a shared resource area for the Young Vic via Office 365.

- Help to map local and national training offers, resources and opportunities, highlighting these to the organisation.

## **General**

- Champion effective use of digital in improving business processes, internal communication, and be the administrator of internal communication tools such as Slack.
- Support the Young Vic in developing and maintaining the organisation's approach and compliance in relation to GDPR.
- Ensure the text, tone and visual style of all digital collateral is correct, consistent and in accordance with brand guidelines.
- Ensure web content across all platforms is relevant and up to date.
- Demonstrate a commitment to continuous professional development, ensuring that professional skills are regularly updated.
- Demonstrate a commitment to making The Young Vic's productions and projects engaging, inclusive and accessible to a broad and diverse audience.
- To uphold and embody the Young Vic's company policies, including but not limited to our Equal Opportunities policy, Dignity at Work policy and Health and Safety policy.



- Actively participate in and support the work experience programme of the Young Vic.
- Provide the highest level of customer and audience care and service at all times.
- Be an active and supportive member of the Young Vic staff team.
- Any other reasonable duties required to assist the Director of Marketing and Press and the Director of IT & Administration.

## Person Specification

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### DIGITAL MANAGER

#### Essential

- Demonstrable experience managing and delivering complex digital projects and briefing and liaising third parties with outstanding care.
- Able to systematically and logically identify and focus on priorities to achieve targets and manage multiple, competing workflows.
- A passion for technology, ability to adopt relevant industry trends, and an excellent understanding on what makes a good digital experience.
- Significant experience in a role responsible for website management and web development, with a good understanding of best practice in digital user experience.
- Able to accurately monitor, record, interpret and communicate website analytics using Google Analytics, Google Tag Manager and similar products.
- High level of computer literacy across MacOS and Windows based operating systems
- Experience working with the Adobe Photoshop.
- Experience of e-marketing platforms, such as Wordfly or Mail Chimp and effectively managing communications data.

- Full working knowledge of key social networks and digital communication tools.
- High degree of accuracy and attention to detail.
- Excellent verbal and written communication skills.
- Flexibility, reliability and commitment and the ability to work on own initiative.
- A collaborative and supportive team member who understands the contribution of their work to the bigger picture.
- A strong interest in making the arts inclusive and accessible.

## **Desirable**

- Understanding of HTML & CSS
- Experience managing cloud-based productivity suites, such as Office 365 or G Suite
- Experience of using Tessitura and Tessitura integrated platforms, or other similar CRM systems
- Experience of training teams on new software applications and content management systems
- Experience with planning, executing and evaluating e-marketing, digital marketing and social media campaigns
- Experience working with the full Adobe Creative Cloud suite

- An understanding of GDPR and its impact on digital communication and platforms
- Experience of working in the cultural sector