

## Job Summary

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# Social Media and Digital Content Manager

**Responsible to:** Director of Marketing and Audiences.

**Term:** Permanent.

**Salary:** £32,000 per annum

**Hours:** 35 hours per week (generally 10am to 6pm Monday to Friday).  
Occasional evening and weekend work will be required. No overtime or TOIL is offered.

**Benefits include:** Contributory Pension Scheme; Season Ticket Loan Scheme; Training and development opportunities.

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

**Notice period:** 3 months.

**Probation period:** 3 months.

**Key Objective:**

- To work closely with the Director of Marketing and Audiences on the creation, implementation and administration of the Young Vic's social media and digital content strategies
- To engage with diverse online communities through the management of the Young Vic's social media channels, with the aim of promoting a range of shows, projects and initiatives, and meeting the Young Vic's communications objectives
- To be the core member of the Marketing and Press department responsible for producing, managing and distributing digital content for the Young Vic's marketing and press campaigns.

## Job Description

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# Social Media and Digital Content Manager

### Key Duties:

#### Social Media

- Develop, implement, monitor and evaluate the Young Vic's social media strategy.
- Manage the Young Vic's social media channels, including planning and scheduling organic posts, writing inventive and engaging posts, and being responsible for community management.
- As the steward of the Young Vic's online personality, you will write copy for all of the Young Vic's social media platforms, including replying to questions and comments from our online communities.
- Responsible for proofing and publishing all social media posts, ensuring that they adhere to Young Vic guidelines.
- Create and manage social media campaigns for Young Vic productions, events, projects and initiatives, working closely with the Marketing Manager to ensure they are in line with the rest of the marketing campaign.

- Cultivate and manage influencer and social media fan relationships and lead on reposting activity.
- Lead on safe-guarding audiences, artists, staff and participants on Young Vic social channels, including championing the Young Vic's social media community guidelines, communicating processes for reporting online hate speech, and monitoring and reporting posts.
- Work with Welcome Team and other relevant departments on reactive social media enquiries
- Work with the Head of Press and Communications during times of reputational risk or crisis for the organisation. This will include assisting on drafting and releasing media statements and strategising emergency communications plans.
- Report on social media reach, engagement, revenue and community growth and provide analysis on the effectiveness of social campaigns and content.
- Report on new platform trends and social opportunities to explore.

## **Digital Content**

- Work with the Director of Marketing and Audiences and Head of Press and Communications to strategically plan digital content that meets the Young Vic's communications objectives.

- Champion the identity of the Young Vic Theatre and how it is communicated to its audiences and stakeholders through digital content, working closely with Taking Part, Creators Program and Development teams to ensure joined-up and effective digital communications which celebrates the variety of people the Young Vic works with, both on and off stage
- Manage external designers, film-makers, animators and any other relevant suppliers to plan and deliver original digital content for the Young Vic social channels and website including the production of short films, audio content, editorial pieces and graphics, and assisting in the production of our Off Book podcast.
- Manage relevant suppliers to create a full suite of digital assets using the show artwork for each Young Vic production.
- Ensure that all digital content is proofed for typos, is in line with Young Vic accessibility guidelines and follows best practise for inclusive content, and has been signed off by all relevant stakeholders.
- Work closely with the Marketing Manager and Director of Marketing and Audiences to manage content production budgets and maximise return on spend on our digital content.
- Support on Young Vic's livestream broadcasts, including planning and delivering pre and post show

video content and assisting with livestreaming to social media channels.

- Manage, plan and deliver the Young Vic's digital programmes, including sourcing imagery, creating editorial content, and working with the Development department to source ads from Young Vic Corporate Supporters.
- Maintain and update the Young Vic website for all departments, ensuring consistency of tone and design.

## **Digital Advertising**

- Manage the Young Vic's Facebook Business Manager and Google Ads accounts
- Manage the Young Vic's digital marketing agency on paid-for social and search advertising to maximise sales, ensuring campaign activity is booked and assets are supplied in a timely manner.

## **General**

- To work closely with other departments within the company in relation to all marketing and communication matters.
- Actively support the Young Vic's goal to become an anti-racist organisation, including applying anti-racist practice to press, marketing and communications work, and help ensure an inclusive and safe environment is created both for internal

colleagues, project freelancers and journalists who are Black or from the Global Majority

- Support the Director of Marketing and Audiences in building and maintaining a strong brand presence in line with the mission and values of the Young Vic.
- To ensure any personal data handling complies with the UK Data Protection Act (2018), especially in the use of social media.
- To be an active and supportive member of the Young Vic staff team and to provide highest level of customer and audience care and service at all times.
- Attend and watch Young Vic performances and events, as required.
- Represent the Marketing and Press Department on relevant internal Working Groups and Panels.
- To uphold and embody the Young Vic's company policies, including but not limited to our Equality, Diversity and Inclusion policy, Dignity at Work policy and Health and Safety policy.
- To actively participate in and support the work experience programmes of the Young Vic.

## Person Specifications

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# Social Media and Digital Content Manager

### Person Specification

#### Essential Skills

- A creative and strategic approach to social media and digital content
- Proven experience in a social media or digital content role
- Experience briefing and booking freelance creatives, and trafficking artwork and video content
- Sound knowledge and experience of managing Twitter, Instagram, Facebook, TikTok, YouTube and new emerging platforms, with a deep interest in and knowledge of social media trends and tools, and understanding how content on these channels can be made inclusive for the widest possible audience
- Proven copywriting and editorial skills.
- Experience managing Facebook Business and Google Adwords advertising accounts and using social content publishing software
- Experience in Adobe Creative Suite - Photoshop, InDesign and Premier Pro.



- A confident communicator with excellent verbal and written communication skills.
- Excellent organisational and planning skills.
- Impeccable accuracy and strong attention to detail.
- A collaborative approach, with the ability to engage multiple levels of stakeholders.
- A pro-active self-starter who takes initiative and loves new challenges.
- A passion for the work produced at the Young Vic, and its core mission, including understanding the potential of that mission to engage online communities

### **Desirable Skills**

- Experience managing budgets
- Good working knowledge of video editing software
- Experience using Hootsuite
- Experience using website Content Management Systems