

## **Job Summary**

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### **Social Media and Digital Content Manager**

**Reports to:** Director of Marketing & Audiences

**Salary** £33,000 - £36,000 per annum

**Contract:** Permanent

#### **Hours:**

This position involves working flexible hours as necessary to fulfil the duties of the post. The minimum hours are 35 per week. Normal office hours are 10am – 6pm Monday to Friday. We expect four core days in the office Monday to Thursday, with the option to work from home on Fridays. You will be required to work some weekday evenings and occasionally on the weekend. A TOIL system is in operation.

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

**Probation Period:** Three months

**Notice Period:** Three months

**Benefits include:** Contributory Pension Scheme, Season Ticket Loan Scheme, complimentary Young Vic tickets and training and development opportunities

#### **Key Objectives of the Role**

- To shape and deliver the Young Vic's social media and digital content strategies.
- To take ownership of the Young Vic's social media channels, promoting the full scope of programming and projects and

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bringing the Young Vic's brand and tone of voice to life for our online audiences.

- To lead the Young Vic's approach to digital storytelling and video content, finding innovative ways to engage new audiences in our programming and bring them closer to the artistic visions and processes behind our work.
- To cultivate digital partnerships that will bring the Young Vic to new audiences.

## **About the Young Vic**

The Young Vic has always been more than a theatre – bigger than a building; it's a set of values that uphold the conviction that theatre is an indispensable part of civic life. Whether on our stages at our home on The Cut, touring to schools and community centres across South London, premiering a play in the West End or on Broadway, streaming our work across the country and around the world – we are actively working to be a theatre for everyone.

### **Our Anti-Racism Commitment**

Our leadership team and staff share a joint commitment to prioritising the wellbeing of Black and Global Majority people at the Young Vic. We are working together to create a culture of care for all, but especially those with lived experience of racism, and we commit to holding each other accountable for building and maintaining this culture. We believe that making the Young Vic an anti-racist organisation makes the culture better for everyone.

### **The Language We Use and Why**

We believe that language is important and empowering. Where possible we are specific as possible with our language, and avoid defaulting to umbrella terms or making assumptions about people's identity or experience.

When we can't be specific, we say 'Black and Global Majority' instead of phrases like 'Person of Colour' and 'BAME'. This is because the term 'Black and Global Majority' does not centre whiteness, and is also factually true - over 80% of the world's population make up the Global Majority.

### **Our Values at the Young Vic**

We are committed to creating an inclusive environment where everyone is treated with fairness, dignity, respect and

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importance, and shows respect for themselves, others and our community regardless of seniority or area of work. Our values are as follows:

**We believe theatre is at its best when everyone participates**

. We begin by asking, who isn't here that should be? Then we make certain they are. At the Young Vic, everyone belongs, everyone is welcome.

**We**

**are driven by relentless curiosity and debate.** We believe in the power of stories to help us see the world in new ways. We believe in being a forum for discussion and opposing views, in the possibility of fostering understanding and shifting perspectives.

**We believe in pioneering and leading into the unknown.**

We innovate in how we make work and how we share it. We push against the status quo to challenge whose voices are celebrated, and whose stories are told.

**We are led by the creativity of our people and the limitless possibility of imagination.**

We believe in pushing limits and reimagining what's possible. We make space for the unexpected, and we move quickly to make the most of opportunity. We collaborate: working together to achieve shared goals. We believe our organisation is made stronger by including varied and unique perspectives and talents in every aspect of our work. We are committed to reflecting the great diversity of our city onstage and off.

**We**

**prioritise kindness, we lead with heart, with care, and with the wellbeing of our people** - our staff, participants, volunteers, theatre makers, civic leaders, advocates, supporters, and audience members.

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**We are committed to openness rooted in trust.** We believe in being held to account - apologising when we've not upheld our values or when we've caused hurt or confusion, and learning from our mistakes.

## Job Description

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### Social Media and Digital Content Manager

#### Key Duties:

#### Social Media

- Develop, implement and evaluate the Young Vic's social media strategy.
- Manage the Young Vic's social media channels, including scheduling posts, writing inventive and engaging copy, and being responsible for community management.
- Responsible for proofing and publishing all social media posts, ensuring that they adhere to Young Vic guidelines.
- Work closely with the Director of Marketing and Audiences to manage budgets for campaign activity including video production and influencer events.
- Create and manage organic social media campaigns for Young Vic shows, events, projects, and fundraising initiatives, working closely with the Senior Marketing Manager to ensure they are in line with the rest of the marketing campaign.
- With the Safeguarding Lead, lead on safeguarding for 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 the Senior Producer, Box Office Manager and other relevant departments on reactive social media enquiries.
- Work with the Producing Team on identifying social media opportunities with show casts and companies.
- Work with the Head of Press and Communications during times of reputational risk or crisis to deliver emergency communications plans.
- Work with the Director of Marketing and Audiences to use social tone of voice and content to bring the Young Vic values to life and bring our brand to new audiences.

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- Report on social media analytics, providing analysis on the effectiveness of social campaigns and content.
- Report on new platform trends and evolving social opportunities to explore.

## **Digital Content**

- Ideate and project manage the delivery of video content for Young Vic campaigns, including promotional trailers, trailers using show footage, interviews, and behind-the-scenes videos.
- Ensure that all video content is produced to the highest standard, follows best practice for accessibility, and has been signed off by the relevant stakeholders.
- Manage freelance creatives to deliver digital content, including overseeing the production, editing and approval process.
- Work closely with a wide range of stakeholders across the Young Vic on video content, including the Producing Team, Taking Part, Creators Program and Development teams.

## **Digital Partnerships**

- Cultivate organic influencer relationships to regularly review Young Vic shows and the experience of visiting the Young Vic.
- Commission and manage organic and paid partnership content, identifying individuals, brands or influencers who will bring the Young Vic to new audiences.

## **Digital Advertising**

- Manage the Young Vic's digital marketing agency on paid social and search advertising to maximise sales.
- Create Meta campaign briefs and propose targeting that will reach priority audiences.
- Create copy and content optimised for paid social campaigns, working closely with the Young Vic's digital marketing agency to maximise return on investment.

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## General

- 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 Audiences Department on relevant internal Working Groups and Panels.
- 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
- To ensure any personal data handling complies with the UK Data Protection Act (2018), especially in the use of social media.
- 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.

## Person Specification

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### Social Media and Digital Content Manager

#### Essential Skills

- A strategic, pro-active and creative approach to social media and digital content
- Sound knowledge and experience of managing social platforms
- Experience briefing and booking freelance creatives, and producing video content
- Experience managing social media campaigns and successfully driving reach and engagement online.
- Proven copywriting and editorial skills
- Experience using social media planning and publishing software, including Meta Business Suite
- Knowledge of digital accessibility standards and a strong belief in inclusive content creation
- A confident communicator with excellent verbal and written communication skills.
- Excellent organisational and project management skills, and confidence in managing multiple priorities and stakeholders.
- 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
- Experience managing budgets

#### Desirable Skills

- Experience in using creative tools such as Adobe Creative Suite or equivalent platforms
- Good working knowledge of videography and video editing, or

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- a willingness to learn
- A deep interest in and knowledge of social media trends and tools
- Experience managing relationships with a digital agency