



WWW.DERRYPLAYHOUSE.CO.UK

DIGITAL COMMUNICATIONS OFFICER

RECRUITMENT PACK





The Playhouse is one of the most vibrant and loved arts centres in Northern Ireland. Established in 1992 we are here to create community, celebrate diversity and empower people through the arts.

We are a global leader in using the arts to build peace, an award winning producing theatre - pioneering and showcasing new work across both real and virtual worlds - and use the arts and education to address deep rooted social issues and promote personal development and well-being.

We matter to our locality, to the global communities we connect with, and the many diverse groups and individuals we engage with.

We work as a community, for the community, employing our creativity and imaginations to continually innovate and give of our best in order to offer a space to make meaning and a space that's here for good.

Registered with the Charity Commission for Northern Ireland No: NIC 100119
 Company Registration: NI 26912
 VAT Number: 836105347



PLAYHOUSE CORE FUNDERS:







DIGITAL COMMUNICATIONS OFFICER

For this new role at our organisation, we imagine working with someone passionate about the opportunities offered by digital storytelling, and the ways it can be used to tell our community's stories.

The Digital Communications Officer at The Playhouse will work with and be mentored by our Marketing Manager and wider team.

Responsible for developing content and copy across digital channels, videos, proposals, social networks and emails, the successful candidate should relish the opportunity to generate a stream of creative ideas online, working collaboratively with creative thinkers, artists and practitioners across all areas of The Playhouse's work.

Some of the ways in which we have used technology to bring narratives to life in ways that motivate, inspire and inform our audiences, participants, partners and community can be found below

[THE WHITE HANDKERCHIEF](#)

[ANYTHING CAN HAPPEN 1972: VOICES FROM THE HEART OF THE TROUBLES](#)

[PROUD TO BE/ BEYOND THE LABELS OF ME](#)

We also imagine working with someone who understands and believes in a cultural democracy, in the value of the arts as part of our everyday lives and as a force for good in the world. You can be part of the promotion of change and social justice, empowering and amplifying untold narratives.

In this way, you will not only be in a position to develop a career in arts marketing, but at the leading edge of it.

JOB TITLE: Digital Communications Officer
BASE: The Playhouse, Derry~Londonderry
REPORTING INTO: Marketing Manager
KEY RELATIONSHIPS: Head of Development, Theatre Producer / Director, Head of Engagement, Fundraising Development Officer
HOURS: 35 Hours (Fixed term for 3 years)
SALARY: £18,018 per annum

JOB PURPOSE:

The Digital Communications Officer will develop content across a broad portfolio of work, performances, workshops, engagement and development events, projects and digital channels, as well as feeding into The Playhouse PR, communications, and marketing strategy.

SUMMARY OF KEY DUTIES AND RESPONSIBILITIES:

DIGITAL COMMUNICATIONS

- Develop content calendars on a weekly, monthly and yearly basis
- Generate creative storytelling ideas and also lead execution of these ideas.
- Create content that stands out from the crowd.
- Research, plan, write and distribute engaging content on deadline.
- Work with creative thinkers, designers, digital marketers, editors and media planners.
- Monitor analytics to identify viable ideas.
- Work with the Marketing Manager to develop relevant print and digital media content that supports The Playhouse fundraising and activities.
- Work creatively and collaboratively across all areas of The Playhouse's work.

GENERAL

- Work within and support the vision of The Playhouse To create community, celebrate diversity and empower people through the Arts.
- Ensure key campaign messages are targeted, effective, and consistent with Playhouse values and mission.
- Work creatively and collaboratively with colleagues across The Playhouse, contributing to the difference we make for the people and communities that we serve.
- Develop knowledge of The Playhouse projects, policies and activities.
- Act as an ambassador for The Playhouse, raising awareness of the importance of our work and network amongst the communities we serve and connect to.

This job description is intended to provide a summary of the nature of the Digital Communications Officer role and as such is not comprehensive or restrictive. Prioritised objectives, goals and timings will be set by the Marketing Manager and reviewed on a regular basis.

The Playhouse is committed to the principle of equality of opportunity. We will ensure that no one receives less favourable treatment on the grounds of colour, race, religious belief, political opinion, sex, marital status, disability, age, sexual orientation, family circumstance, pregnancy or maternity leave, gender, gender reassignment or ethnic or national origin. We welcome applications from all backgrounds.



ESSENTIAL SKILLS AND EXPERIENCE	DESIRABLE SKILLS AND EXPERIENCE
<ul style="list-style-type: none"> • A third Level qualification in a relevant or related discipline or at least one year relevant experience creating digital content for a public event/ activity or campaign. • Highly developed written and verbal communication skills. • Experience of graphic design, photography and filmmaking skills. • Competent creating digital content. 	<ul style="list-style-type: none"> • Experience working in digital communications. • Competent on social media, Web Content systems, creative software, cloud storage systems and MS office systems.
ESSENTIAL ATTRIBUTES	DESIRABLE ATTRIBUTES
<ul style="list-style-type: none"> • Collaborative and excellent team player. • A creative thinker with the desire to nurture creativity in others. • A curiosity and desire to explore new digital trends. • Flexibility and the ability to work independently. • Attention to detail. • A high level of emotional intelligence and empathy. • Attentive listener. • Able to manage a varied and diverse project portfolio. 	<ul style="list-style-type: none"> • Ability to motivate and inspire others in creating digital content. • Commitment to the mission and values of The Playhouse.

TO APPLY

Please fill out the job application form outlining your suitability for the role, in particular paying attention to address the essential and (if applicable) desirable experience, skills and attributes. Please also fill out the confidential monitoring form. Both are available at www.derryplayhouse.co.uk.

Send both the application form and monitoring form to Áine McCarron at aine@derryplayhouse.com

DEADLINE

Tuesday 24th May 2022 at 5pm.



ABOUT DERRY~LONDONDERRY

Dominating the North western landscapes of Ireland, astride the flowing waters of the Foyle, sits the historic walled city of Derry~Londonderry.

With its unparalleled setting, fine architecture, wealth of history and thriving arts and music scene, Northern Ireland's second city, is the place to be.

The city is home to Ireland's only completely walled city, which is one of the finest examples of walled cities in Europe today, and are the backdrop to a unique history of the wider story of the city. Wander through the bustling streets and listen to the echoes of over 1450 years of history. Stroll along its 17th Century walls - which in 2019 celebrated their 400th anniversary - and marvel at the ever-changing skyline of a city which is constant only in the warmth of its welcome. Here you can expect many a smile of greeting from people who are noted worldwide for their friendly hospitality.

Vibrant and cosmopolitan, Derry~Londonderry is known for its delicious foodie offerings, all year round calendar of festivals and excellent value for money. We enjoy welcoming thousands of international visitors to the city every year and the people of Derry~Londonderry are some of the friendliest in Europe.

As the gateway to Ireland's northwest, our city is pulsing with life, resonant with centuries of heritage and passion, yet fresh as an Atlantic breeze. 'The Walled City' is where the Wild Atlantic Way meets the Causeway Coastal Route. This is a joyful central location filled with celebration and inspiration, as manifested in the number and quality of our festivals and special events throughout the year.

Energetic, outward looking and high-spirited, this is truly a city for all seasons.





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