



WWW.DERRYPLAYHOUSE.CO.UK

DIGITAL MARKETING SPECIALIST

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 ESSE FUNDERS:





DIGITAL MARKETING SPECIALIST

The Playhouse Board wishes to recruit a digital marketing specialist to the Board of Trustees. This Digital Marketing specialist will act in an advisory and stewardship capacity as a guardian of The Playhouse and its people.

They will offer advice and ideas for best practice in digital marketing at an exciting time for The Playhouse which recently appointed a Digital Marketing Officer to work alongside its Communications Director.

The Playhouse launched a new website in November 2021 and alongside the development of a new broadcasting infrastructure have striven to use technology to bring narratives to life in ways that motivate, inspire and inform our audiences, participants, partners and community.

DIGITAL JOURNIES

The Playhouse's most ambitious production followed in [THE WHITE HANDKERCHIEF](#) by Liam Campbell, was watched by thousands in theatre and online from the Guildhall on the 50th anniversary of Bloody Sunday 30 January 2022, as the first part of a peacebuilding trilogy.

Receiving four star reviews from [The Observer](#) and [The Times](#), and praised for its "intimate naturalism; rough comedy; epic monumentality" (The Observer) the show sold out in the Guildhall, and more than a thousand online tickets before being hosted on Broadway On Demand and Stream.Theatre. A fly on the wall BBC documentary about the production was watched by 64,000 viewers on BBC 4 and 27,000 viewers on BBC1 NI.



WATCH TRAILER | THE WHITE HANDKERCHIEF

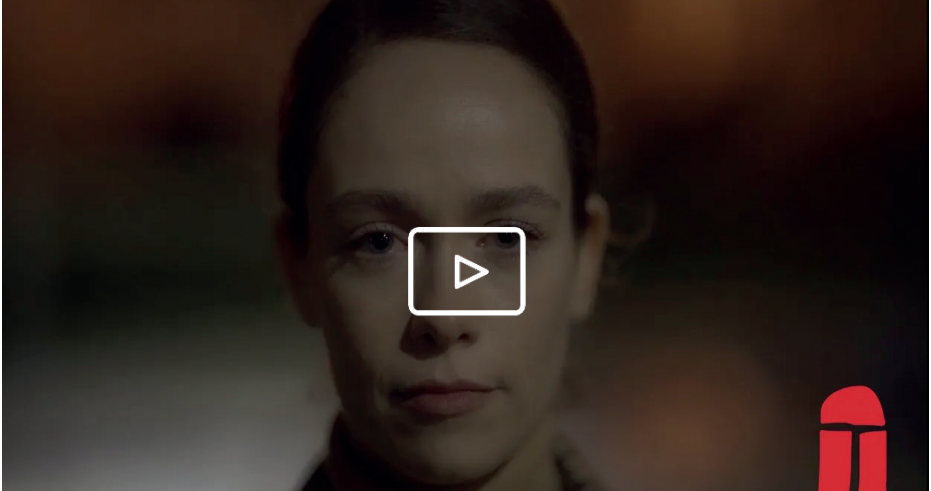


WATCH TRAILER | THE WHITE HANDKERCHIEF

HUME- BEYOND BELIEF

The second instalment of the peacebuilding trilogy, [HUME- Beyond Belief](#), a major new drama honouring the waking life of John and Pat Hume, was performed at The Guildhall in Derry- Londonderry and broadcast across the world as part of 2023 global commemorations of the Good Friday Agreement on 7 April 2023.

Receiving a five star reviews from [The Observer](#), and praised as a “profoundly affecting” performance that “affirms the power of individuals, acting together to bring about change”. the show sold out in the Guildhall, and more than a thousand online tickets. A fly on the wall [BBC World Service documentary](#) was also created about the production.



WATCH TRAILER | HUME- BEYOND BELIEF



WATCH TRAILER | HUME- BEYOND BELIEF

THE HOLY GRAIL

[The Holy Grail Project](#), challenging the norm about the right to be a leader and what it means to be a leader of your own life. With the aim of promoting involvement to society for those with disabilities, The Playhouse and European partners from Poland, Sweden and Italy explore those main areas of human life; education, working life, art, leisure time and hobbies.



WATCH RESOURCE | THE HOLY GRAIL



E-BOOK LAUNCH | THE HOLY GRAIL

BRAINWAVES

[Brainwaves](#) was a creative project working with members of the stroke and brain injury community in the Donegal/Derry area. Using music, movement and poetry as tools for self-expression stroke and brain injury survivors worked with leading artists Sarah Murphy and Jessica Peoples to co-create and perform a new work that supports their recovery and wellbeing in March 2022.



[WATCH TRAILER | BRAINWAVES](#)



[WATCH INTERVIEWS | BRAINWAVES](#)

PERSON SPECIFICATION

Ideally the candidate will have a passion for the arts and the power of digital storytelling, as this is a voluntary role. The person would need to be familiar with effective digital marketing strategies, website optimisation, analytics, and email marketing (e.g. to drive ticket and membership campaigns), measurement and reporting, benchmarking and potentially, digital distribution of plays on the international theatre scene to support existing plans around touring major productions internationally.

The new board member will be a team-player, generous with their time and ideas and a creative thinker with the desire to nurture creativity in others. Ultimately they will be someone with a curiosity and desire to explore new digital trends offering their expertise, ideas and energy to The Playhouse and its staff, artists and audiences.

THE PLAYHOUSE BOARD OFFERS:

- The opportunity to be a part of an engaged, talented group of peers with a wide range of experience and connections;
- Good governance practice and well established processes;
- Opportunities to learn and develop - for example through Arts & Business NI programmes;
- Opportunities to attend Playhouse events;
- Reasonable expenses in relation to Board activities.

ESSENTIAL SKILLS AND EXPERIENCE

- A third Level qualification in a relevant or related discipline;
- Professional digital marketing experience at a national or international level;
- Knowledge of website development, social media strategies, digital advertising tools, measurement and impact best practice, video production, creative software.

DESIRABLE EXPERIENCE

Experience working in the arts, entertainment or tourism sectors;
Experience or knowledge of digital distribution in the theatre space nationally or internationally.

TO APPLY

Please send a summary CV and cover letter to Shauna Gallagher, shauna@derryplayhouse.com, in particular paying attention to address the essential and (if applicable) desirable experience, skills and attributes. Please also fill out the confidential monitoring form, available at www.derryplayhouse.co.uk

Applicants can also email Kevin Murphy, Playhouse CEO on kevin@derryplayhouse.com with any queries in relation to the application process.





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THE PLAYHOUSE

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