

## **DIGITAL & SOCIAL ENGAGEMENT**

Earthfall are a multi-award-winning mid-scale touring company, with a history of delivering new ways of engaging with audiences. Their marketing campaigns have been promoted by the Arts Council of England as an example of best practice, and members of the company frequently present at industry conferences, running workshops and seminars. The Arts Council of Wales recently referenced the quality of Earthfall's marketing and engagement as an excellent example of best practice and Earthfall puts marketing and communications at the centre of its business model. The company has a small central resource base that supports the creative activity, which includes not only productions, but participatory activity, and film.

Earthfall are offering a 6-month full-time contract commencing September 2013. This new role supports and enhances our marketing and communications activity and aims to further develop relationships with our audiences, potential audiences, stakeholders and venues. To find out more about Earthfall visit [earthfall.org.uk](http://earthfall.org.uk), join our Facebook group and follow our Twitter feed.

This autumn, Earthfall are touring their latest production, CHELSEA HOTEL across the UK to 17 venues, with 28 performances, including a two week London season. For our last production campaign, Earthfall won a prestigious CANMOL marketing award and, keen to build on this success, we are investing in and developing our digital engagement with our audiences and stakeholders.

Based at Chapter, Cardiff, the post holder will be required to support the tour 'on the road' along with other members of core staff and this will require the post holder to travel and stay away from home. The role is primarily office-based and would not suit home working.

The company operates a flat-line organisational structure and the post holder will be required to support other staff at key operational times. Each member of the core team is expected to manage their own projects with the support of the rest of the core team.

## **ROLE: DIGITAL AND SOCIAL ENGAGEMENT**

**Salary:** £18000 pa pro rata

**Hours:** 1000 – 1800 Monday – Friday. Flexible, especially when touring. Earthfall are a mid-scale touring company and therefore work ‘unsociable’ hours.

**Contract term:** 6 months from September 2013.

### **JOB DESCRIPTION**

The position is line-managed by the Marketing and Communications Officer. Earthfall operates a flat-line operational structure and the post-holder is expected to fully contribute to the management and operation of the organisation.

The Role objectives are:

1. To be responsible for the operational delivery of our digital engagement with audiences, potential audiences, stakeholders, press, media and the cultural sector
2. To contribute to the development of our marketing and digital campaigns
3. To develop, execute and evaluate our digital campaign and to contribute towards the evaluation of our marketing campaign
4. To develop relationships with our partner venues, stakeholders and audiences
5. Develop our online publishing and activity
6. Develop our company online archive

The post-holder will undertake the role objectives by:

1. Supporting the development and delivery of marketing and communication activity
2. Developing and delivering regular content for our social media channels and ensuring that content is provided on a regular basis
3. Day to day management of our bilingual website/portal
4. Managing digital engagement, including working with our partner venues to promote the touring production
5. Project manage and deliver our Augmented Reality engagement campaign, working in partnership with venues and digital partners
6. Project manage and deliver material to support our Education and Participatory activity including e-publications
7. Project manage the evaluation of the campaign

UK travel will be required, including attending performances whilst on tour. Subsistence allowance will be paid in line with EQUITY/ITC rates.

The post-holder will need to demonstrate experience of:

1. Working to deadlines
2. Use of a variety of social media tools, including evaluation tools
3. Working in a small team and being flexible
4. Ability to work with a variety of colleagues across a number of disciplines
5. Ability to think and deliver creatively

	Essential	Desirable
Intermediate / Advanced experience of use of primary social media tools and channels	YES	
Intermediate experience of Web site CMS	YES	
Multi-platform user experience	YES	
Experience of managing Digital projects		YES
Holder of full driving licence		YES
Welsh speaker		YES
Intermediate / Advance user of video editing software		YES
Experience of cultural sector marketing and communication		YES
Intermediate experience of analytical software and interpretation of results		YES
Understanding of App development process	YES	
Excellent written and verbal communication skills	YES	
Ability to be able to face 'in' and face 'out' – representing the company to stakeholders and audiences when on tour, as well as supporting the touring company	YES	

### HOW TO APPLY:

Please submit a full CV, giving details of two referees (including one previous employer), and in your covering letter, please tell us why you would like to work with Earthfall and what you feel you can contribute to the organisation.

Within your application, please provide us with details of your own Facebook page and Twitter account, and details of any other online activity and engagement that you have been involved with. Examples you provide will be used to aid the short-listing process.

This post is co-funded by the Arts Council of Wales and the National Lottery, under the Audience Development Funding Scheme.

**Deadline for receipt of CVs and supporting documentation:** midday, 29<sup>th</sup> July.

**Interviews** will be held at Chapter, Cardiff, on week of 5-9 August and those applicants being shortlisted for interview will be notified by 02 August.

If you wish to have an informal conversation about the role prior to submitting your application, please contact Stephan Stockton, General Manager, on 02920 221314, or [generalmanager@earthfall.org.uk](mailto:generalmanager@earthfall.org.uk)

Your application should be sent to [jobs@earthfall.org.uk](mailto:jobs@earthfall.org.uk)

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CHELSEA HOTEL is supported by the Arts Council of Wales, the Arts Council of England and The Performing Rights Society Foundation.

EARTHFALL are EQUITY/ITC Approved Managers and are members of Dance UK and Wales Association of the Performing Arts

