

## DIGITAL ASSOCIATE



Thank you for your interest in the role of Digital Associate for our production of Stories from a Crowded Room. This role enhances our Marketing and Communications team and is an audience development role funded through the National Lottery via the Arts Council Wales.

This pack contains information about the post. If you would like more information about the company please visit [www.earthfall.org.uk](http://www.earthfall.org.uk).

Formed by Jessica Cohen and Jim Ennis in 1989, Earthfall are an award winning dance / physical theatre company celebrating their 25<sup>th</sup> anniversary this year. Earthfall are seeking a Digital Associate, responsible for integrating their digital audience development campaign with the Stories from a Crowded Room production, delivering audience development workshops and creating behind the scenes documentation of the production and Earthfall's 25 year history.

We are offering a full time short-term contract of 10 weeks with the potential to be extended for a further four weeks in Spring 2016. The position will focus on the following 4 areas:

- Running and integrating a digital audience development campaign and through the use of digital technology, applying this campaign within the production where appropriate
- Running participatory workshops in conjunction with the production and the venue, looking at the use of social media and digital technology
- Providing daily and weekly digital content of life on tour using a range of digital communication tools
- Filming, interviewing and creating a short documentary looking at Earthfall's 25 year history, past present and future.

Stories from a Crowded Room, initially toured across Wales in May 2015. In this 25th Anniversary production Earthfall explore stories in motion through highly physical dance with live music, text and encircling film. The production is located in a purpose built installation with the audience integrated within the production.

## **Role Outline**

This position requires a combination of skills and expertise. This position would suit someone with an interest in touring with a dance / theatre company, highly skilled with social media, film and looking to build on their portfolio of expertise. There is a high level of creativity needed along with strong self-management skills.

### **1. Develop and run the digital audience development campaign:**

- Collect and collate digital responses received from engagers with the project
- Integrate these responses into the visual landscape of Stories from a Crowded Room where appropriate and in consultation with the artistic team
- Support the production manager in the technical realisation

### **2. Provide Daily and weekly social media content:**

- Create social media content for all social media channels on a daily basis
- Create weekly behind the scenes videos of the week on tour and upload to all social media channels
- Curate the social media strategy whilst working with the Marketing Department.

### **3. Develop audience development workshop campaign:**

- Work alongside the marketing department, the education department, the creative team and venues linked with the production to create a workshop campaign across the tour
- Deliver workshops whilst on tour, designed around the campaign and using social media and digital technology.

### **4. Create short Earthfall 25<sup>th</sup> anniversary documentary:**

- Creating a short documentary film on Earthfall, using life on tour alongside the creative team throughout the duration of the production
- Liaise with artistic directors to set up interviews with previous Earthfall colleagues

## Personal Specification

Essential experience and skills	Desirable experience and skills
<b>Technical Skills</b>	
Ability to use social media and digital technology to an advanced level, including mobile and tablet use	The ability to speak, read and write in Welsh
Highly computer literate with experience with both MAC and PC	Clean UK driving license
Ability to edit under pressure with short lead time deadlines	Proficient with AV and projection
	Familiar with Quelab Pro
<b>Proven Experience</b>	
Experience with workshop and participation activity	Experience of documentary making
Experience in filmmaking and editing, ideally documentary work	Experience working bi-lingually
	Experience working within a cultural organisation
<b>Personal Attributes</b>	
Independent thinker and able to self prioritise	
Excellent communicator	
Able to work as part of an creative team and to generate original and creative ideas	
Project Management	
Ability to communicate technical ideas and concepts to a non-technical audience	
Ability to work in a touring environment	
Good personal and interpersonal skills; approachable	

## Terms and Conditions

**Fee:** 9 weeks Autumn 2015 - **£3600** (Monday 14<sup>th</sup> September – Friday 13<sup>th</sup> November 2015)  
Spring 2016 tour to be confirmed

This is a full time role (37.5 hours per week) that supports the Stories from a Crowded Room tour. You will be required to be on tour for the majority of your time. All travel and accommodation is provided as well as per diems in line with Equity rates. You will be expected to travel and stay with the company.

Earthfall is an EQUITY/ITC Approved 'Ethical' Manager and the terms and conditions of employment are in line with the 'Approved' contract. All Earthfall colleagues are required to adhere to our policy suite.

Earthfall is a company that believe in investing in professional and personal development and encourage you to identify your personal and professional development needs. As Earthfall is a touring company, both UK and international travel is a requirement of the post. You will support the performing company whilst on tour and therefore a full UK driving license is desirable.

## **APPLICATION PROCESS**

Please submit a CV and covering letter outlining your reasons for applying for this role, what you feel you can contribute to the company, and demonstrating how you fit the requirements. Please note that, in line with our environmental policy, we are only handling applications electronically.

Your application needs to be received by Earthfall by **12 noon on Friday 24 July**. Late applications will not be accepted under any circumstances.

Interviews will be held in Cardiff on **Tuesday 4<sup>th</sup> August** (possible 2<sup>nd</sup> Interviews Wednesday 5<sup>th</sup>) and shortlisted candidates will be required to prepare a task in advance and deliver a short presentation at interview. In your covering letter, please can you let us know of your availability for the above dates should you be selected for interview.

Please send your covering letter and CV to Lewis Gwyther on **jobs@earthfall.org.uk**.

If you have any questions please call the office on **02920 221314** and ask for Lewis.