

DIGITAL MARKETER



Thank you for your interest in the role of Digital Marketer 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.

Formed by Jessica Cohen and Jim Ennis in 1989, Earthfall are an award winning dance / physical theatre company celebrating their 25th anniversary this year. Earthfall are seeking a Digital Marketer, responsible for leading on all social media campaigns for *Stories from a Crowded Room*.

We are offering a part time (0.6) contract for a period of 10 weeks with the potential to be extended for a further four weeks in Spring 2016. The position will focus on the following areas:

- Leading on delivery of all social media campaigns
- Developing links with new networks outside of Earthfall's existing audience base
- Supporting the Marketing team with additional activity

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 social media and digital technology. There is a high level of creativity needed along with strong self-management skills.

1. Leading on delivery of production specific digital campaigns
 - a. To be responsible for the operational delivery of our digital engagement with audiences, potential audiences, stakeholders, press, media and the cultural sector
 - b. To co-lead on specific campaigns that run alongside the digital associate role
 - c. To generate and curate content for social media
 - d. To update and monitor the website and to work with marketing department in development of the website for specific campaigns
 - e. To support the education and development departments' digital activity
 - f. To contribute towards evaluating our digital campaign the evaluation of our marketing campaign
2. Developing links with new networks outside of Earthfall's existing audience base
 - a. To establish new relationships with network organisations
 - b. To link with Digital Associate to provide workshop opportunities
 - c. To create campaigns linking into areas such as Community first and BAME backgrounds
3. Supporting the Marketing team with additional activity
 - a. Provide the Marketing team with any additional support needed at the time
 - b. To attend rehearsals and performances where appropriate

Personal Specification

Essential experience and skills	Desirable experience and skills
Technical Skills	
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	
Ability to create high quality content	
Proven Experience	
Educated to degree level or relevant experience	Experience working within a cultural organisation
Personal Attributes	
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	
Strong networking abilities	
Ability to work in a touring environment	
Good personal and interpersonal skills; approachable	

Terms and Conditions

Fee: 9 weeks at £2160 (Monday 14th September – Friday 13th November 2015)
Spring 2016 tour to be confirmed

This is a part time (0.6) position that supports the Stories from a Crowded Room tour. This position will mainly be office based but there will be occasions where you are expected to travel. All travel and accommodation is provided as well as per diems in line with Equity rates.

Office hours are 9:30 – 6:00 but some evening and weekend work will be expected. Earthfall operates a TOIL policy.

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 **Week of 10 August** 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.