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Sadler's Wells

Senior Social Media Manager



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Welcome

Thank you for your interest in joining Sadler's Wells. We hope also that it will be a great opportunity for you in your own career.

Sadler's Wells holds fast today to the vision that Lilian Baylis instilled here almost a century ago: that great art should belong to everybody. Our mission is to make and create dance that inspires us all, and our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

When artists and audiences talk about Sadler's Wells, they use the words: 'innovative, exciting and risk-taking'. Trying new things has always been part of our core purpose, and it's more important today than it has ever been.

This is an exciting and complex time in the theatre's history as we recover from the impact the coronavirus pandemic has had on our business model and work towards opening a fourth venue in Queen Elizabeth Olympic Park in east London in 2023.

This role will offer you the opportunity to bring your ideas, passion, knowledge and experience to Sadler's Wells. In return, the successful candidate will be part of a strong and supportive team in a world class arts organisation.



Background Information

Sadler's Wells is a world-leading creative organisation, dedicated to presenting, producing and touring dance made today in all its forms. Sadler's Wells commissions, presents and produces more dance than any other theatre in the world – from tango to hip hop, ballet to flamenco, Bollywood to cutting-edge contemporary dance. With an innovative, year-round programme of performances and learning activities, this is the place where artists come together to create dance, and where we welcome everyone to experience dance and be inspired.

Our aim is to reflect and respond to the world through dance: enabling artists of all backgrounds to create dance that moves us and opens our minds; sharing those experiences with the widest possible audiences to enrich their lives and deepen their understanding of what it means to be human.

In normal times, over half a million people come to our theatres in London each year, with many more enjoying our touring productions at partner venues across the UK and in cities around the world. Sadler's Wells Theatre has been located in Islington since the 17th century. Our modern day theatre comprises a main auditorium (1,500 seats); the Lilian Baylis Studio (180 seats); three rehearsal studios; bars, a café, facilities for private and corporate entertaining and offices for Sadler's Wells' colleagues.

Our second theatre building and West End home, the Peacock (1,000 seats), is subject to a unique agreement whereby Sadler's Wells and the London School of Economics jointly manage it, with the LSE presenting its lectures to students during the day and Sadler's Wells presenting theatre at night.

Future Plans

Plans are underway for the development of a fourth venue in east London's Queen Elizabeth Olympic Park. Sadler's Wells' new space will be located on the Stratford Waterfront site, opposite the London Aquatics Centre, alongside UAL's London College of Fashion and the V&A Museum. The site will form part of a new cultural and education district, which will also include a major new University College London (UCL) campus and have direct links to the creative communities already based in east London.

Sadler's Wells' new space will house a 550-seat mid-scale theatre, as well as facilities for a choreographic centre and a hip hop theatre academy, all planned to open by the end of 2023.

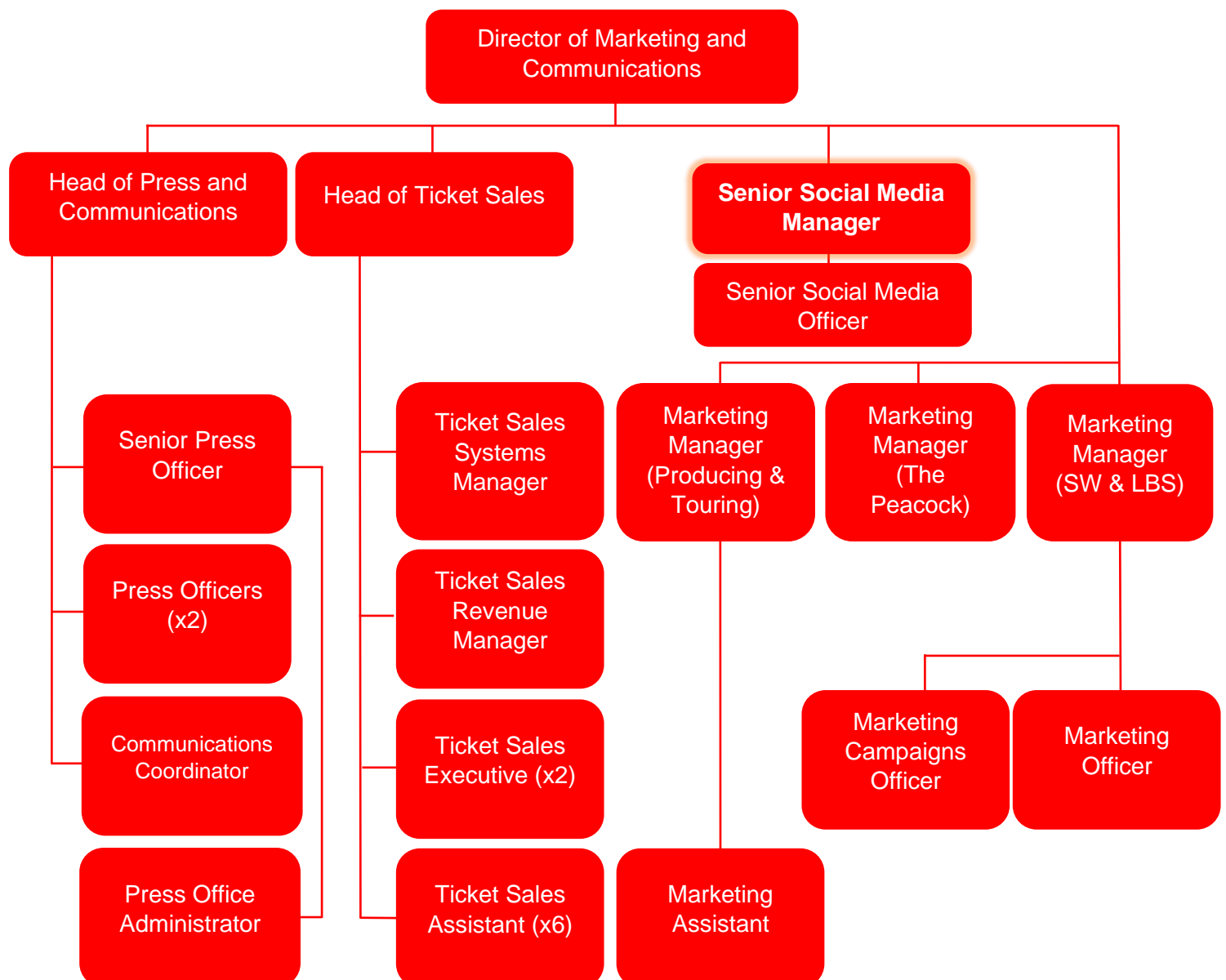
The Department

The Marketing and Communications department is made up of four teams comprising the Marketing, Press, Ticket Sales (Box Office) and Social Media teams. We're responsible for driving reach, sales and reputation across key audience groups and growing the impact of the Sadler's Wells brand. Key responsibilities include:

- Brand identity and tone of voice
- Ticketing and Customer Relationship Management
- Sales
- Consumer and Corporate communications
- Press, media and influencer relationships and coverage
- Social media strategy and delivery

We work closely with teams in Programming, Touring, Venue Management, Development (sponsorship and philanthropy), Digital Content, Learning, and a host of outside production and development partners.

The Marketing and Communications department:



The Role

Working closely with the Director of Marketing and Communications, the Senior Social Media Manager is responsible for:

- Strategic overview and delivery of Sadler's Wells' organic social media content across our audience facing social media
- Coordinating the paid advertising plans in digital media to maximise synergy of targeting and messaging with the organic Social Media strategy
- Overseeing the curation and creation of organic social media content that inspires and engages existing and potential dance audiences, encouraging them to see, enjoy, understand, and participate in dance and consume performances in venue and online
- Managing and supporting delivery of digital production for social media
- Delivery and evolution of the Social Media Content Strategy

The Senior Social Media Manager reports to the Director of Marketing and Communications.

What are my responsibilities?

Social Media

- Define Sadler's Wells' Social Media Content Strategy to deliver on brand, audience and sales objectives, and work with the Senior Social Media Officer to implement and develop it.
- Set targets for performance of organic social media activity.
- Evaluate and report of performance of social media against appropriate benchmarks, and provide regular KPI reporting
- Oversee the output of Sadler's Wells' audience-facing social media profiles, which are managed daily by the Senior Social Media Officer (currently Twitter, Facebook, and Instagram), ensuring our output is in line with the organisation's values, objectives, activity, brand, and tone of voice
- Produce content where appropriate including video material
- Facilitate brainstorm on new content initiatives and advise on the optimum solution
- Build timelines, workflows, and coordinate resource internally
- Write film briefs
- Coordinate schedules for filming and content delivery
- Liaise with artists, companies, filmmakers, and other collaborators
- Oversee the filming and branding of new content
- Manage the sign-off process
- Follow accessibility best practice and build a range of formats
- Advise on effective use of social media to support all areas of Sadler's Wells' activity, and to achieve the strategic objectives for global audiences who follow and engage with our digital channels and UK audiences with potential to drive venue visitation
- Manage our relationships with business partners at social media platforms to optimise our use of the platforms and troubleshoot problems as they arise

- Cultivate an online community for dance and performance by building Sadler's Wells social media followers
- Collaborate with colleagues, artists, companies, promoters, and media partners to plan and craft relevant information and communications on Sadler's Wells activity for our social media audiences
- Maintain awareness of social media trends, and embrace new technologies and platforms where appropriate to broaden the reach and engagement of Sadler's Wells in line with our strategic objectives

Digital Promotion of Sadler's Wells

- Coordinating the paid advertising plans in digital media to maximise synergy of targeting and messaging with the organic Social Media strategy
- Liaise with the advertising agency for a coordinated approach
- Maintain an overview of overall digital promotion and performance

Communication

- Ensure the Sadler's Wells brand is effectively managed on social media, including being responsible for crisis communications and risk management around contentious issues
- Contribute to corporate communications strategy and approach through attendance and contribution to Sadler's Wells Communications Group

Accessibility

- Responsible for ensuring all social media content is as accessible as possible, removing practical and perceived barriers through mechanisms including captioning, audio description, tone of voice and the use of inclusive language
- Ensure all content is optimised to make it visible and searchable - through content design and accessibility features on social media

Team management

- Role model our organisational and departmental values, and new and smarter ways of working, ensuring workloads are sustainable and supporting individual and team wellbeing
- Work closely with colleagues in Press and Marketing units to build an integrated and supportive team approach
- Line management of the Senior Social Media Officer, providing guidance and coaching to team members, and creating opportunities for development and progression
- Manage the workflow and output of the Social Media Team and any freelancers that contribute to the work of the Team
- Manage the recruitment and contracting of the team and its contributors, with final sign off from the Director of Marketing and Communications

General

- Contribute to organisational strategic projects, as and when needed and capacity allows, guided by where your expertise and role can be used most valuably
- Attend occasional staff meetings, training sessions and other events, which may take place outside normal working hours as required
- Undertake other duties as may be reasonably required
- At all times to carrying out duties and responsibilities regarding Sadler's Wells' Equality, Diversity and Inclusion, and Health and Safety Policies. This will include aiding with evacuation procedures or building searches in the event of an emergency at any of Sadler's Wells' premises

THIS JOB DESCRIPTION IS A GUIDE TO THE NATURE OF THE WORK REQUIRED OF THIS POSITION. IT IS NEITHER WHOLLY COMPREHENSIVE NOR RESTRICTIVE AND DOES NOT FORM PART OF THE CONTRACT OF EMPLOYMENT.

Who should apply?

The successful applicants will demonstrate the following skills, experience, and personal qualities:

Essential:

- Substantial experience in social media within an arts organisation or proven transferable skills from a similar sector
- A creative approach to devising social media strategies, implementing social media campaigns and monitoring related KPIs
- Experience or demonstrable aptitude to take on coordination, monitoring and development of paid digital advertising to ensure an integrated approach
- Exceptional written and verbal communications skills [or British Sign Language if primary language], including strong copywriting, with excellent attention to detail
- Excellent project management skills and the ability to coordinate a variety of simultaneous projects to tight deadlines and within budget
- Experience of working with a range of stakeholders to develop successful organic social media content
- Highly collaborative, diplomatic, with the ability to develop excellent relationships with internal and external stakeholders
- Expertise in reaching a diverse range of new audiences and ability to evaluate success
- Excellent working knowledge of social media platforms and experience of successful working relationships with these platforms
- Data literate, and takes an evidence-based approach to social media strategies
- Innovative in approach, able to and adapt to change and respond quickly to shifting priorities
- Supervisory experience and demonstrable ability to coach, mentor and motivate team members to be the best version of themselves in the workplace

Additional, but not essential:

- Understanding of the performing Arts and London theatre market and/or dance sector
- Enthusiasm and commitment to the Arts



Why work for us?

You will be a key part of our mission to make and share dance that inspires us all and delivering our vision to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.

- You will be offered a salary of £37,000 per annum based on a 35 hour working week, plus an additional one hour paid meal break each day. This post is due to commence as soon as possible
- You will get 25 days annual leave per annum, with an additional three days after five years' service
- You will be enrolled into the Sadler's Wells Trust Ltd. pension scheme
- You will have access to our Employee Assistance Programme (EAP) to support your wellbeing
- You will engage in learning and project opportunities to develop personally and professionally, and support your career journey
- You can access an interest-free Season Ticket Loan and a Cycle to Work salary sacrifice scheme
- You will be eligible for a death in service insurance policy covering twice your annual salary
- You will be encouraged to attend performances at both theatres with a discretionary allocation of tickets to employees (subject to availability), and a staff discount at the Garden Court Café
- We welcome everyone through our doors and encourage and enable people to be the best versions of themselves and to feel confident and capable in their roles
- We embrace a blend between home and office working, and we welcome a conversation about flexible working and your needs
- We celebrate diversity in the dance we share and showcase, and in our workplace. We are working hard to be more inclusive and increasing access both on stage and off and have a number of anti-racism commitments to make lasting changes in the way we work

Making an application

A Job Description and Person Specification are included in this document. If after reading you are still interested in applying, please find further details and information on how to apply [here](#).

If you would like support or have any queries regarding the format or submission of the application, please contact us on recruitment@sadlerswells.com.

We welcome applications from people from all backgrounds who feel they align with our mission, vision and values. We are international and multicultural on our stages, and we want to reflect that in our organisation. By celebrating difference and incorporating diverse points of view and experiences, we can become closer to our artists, audiences and the communities we serve.

We are proud to be a Disability Confident employer meaning we have been certified by the government as actively taking steps to attract, recruit and retain disabled workers. We understand that some disabled colleagues will need adjustments to help them perform to the best of their ability – these can be changes to the built environment and furniture, the tools and technology they use in doing their job, aspects of the role, ongoing support or working arrangements.

Sadler's Wells also works collaboratively with Parents in Performing Arts (PiPA) in efforts to support parents and carers within the industry.

This is an ongoing vacancy and candidates will be invited to interview as and when suitable applications are submitted. Once we have found a suitable candidate, the vacancy will be closed without further notice.

