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Sadler's Wells

**Senior Content Manager
(Maternity Cover)**

Due to commence in April 2022



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Welcome

Thank you for your interest in joining Sadler's Wells. We hope 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 is 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 fixed-term 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 Digital Stage & Studio Department is an innovation engine at Sadler's Wells, made up of the Content and Digital Teams. We're dedicated to making and sharing an inspiring programme of digital content and seamless online experiences and that enable global access to and engagement with dance and Sadler's Wells.

The Content Team is responsible for curating, producing and distributing an online programme that inspires and engages people through dance.

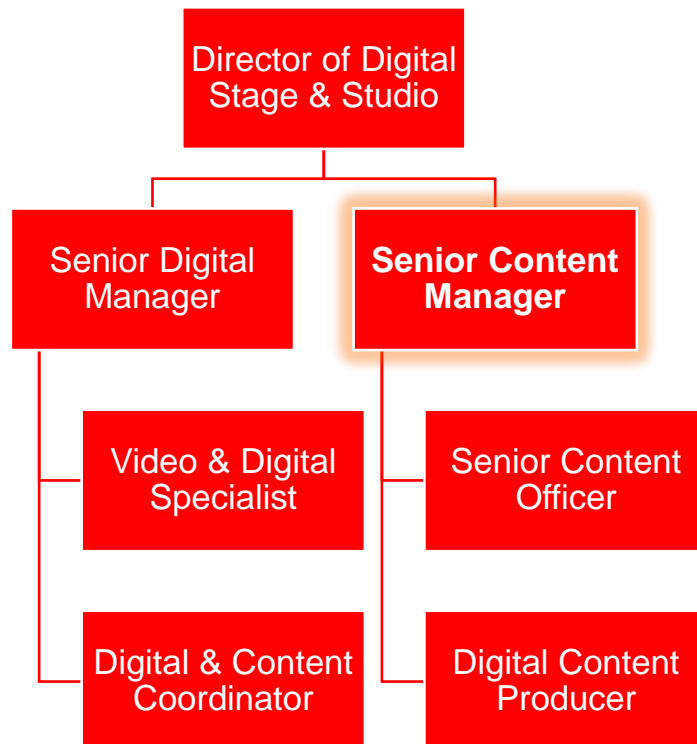
It is headed by the Director of Digital Stage & Studio and made up of the Senior Content Manager, the Senior Content Officer, Digital Producer and any freelancers brought in to support the work of the team.

The Role

The Senior Content Manager (maternity cover) is responsible for:

- Strategic delivery of Sadler's Wells' digital content across our Digital Stage programme, website, YouTube channel and partnerships
- Overseeing the curation and creation of digital content that inspires and engages existing and potential dance audiences, encouraging them to experience, enjoy and participate in dance. This includes artistic work for Sadler's Wells Digital Stage, participatory content for our Take Part programme, and content that helps global audiences to discover dance
- Leading and line managing the Content Team

The Senior Content Manager reports to the Director of Digital Stage & Studio.



What are my responsibilities?

Digital Content

- **Collaboration:**

Collaborate with colleagues, artists, companies, and media partners to create, curate and distribute new and inspiring content for global audiences in line with business and audience goals

- **End-to-end project management:**

Project manage key parts of the Digital Stage programme and other digital content. This includes defining project models, objectives and KPIs in collaboration with the Director of Digital Stage & Studio, managing the project structure and activity of the working groups, and collaborating with the Digital Team on the user experience of digital products to meet our business and audience goals

- **Producing:**

Design and produce select parts of the Digital Stage programme and additional Sadler's Wells digital content in line with the strategy and programming. This includes project managing digital content initiatives, building timelines, workflows and briefs, working with artists, filmmakers, media/production partners and colleagues to design and create content and editorial, managing the sign-off process, oversight of branding, following accessibility best practice

Distribute and oversee the work of any freelance producers we bring in to support with the creation and distribution of digital content, ensuring project milestones and objectives are met

- **Programming/curation:**

Collaborate with and advise the Artistic Director and Director of Digital Stage & Studio in shaping the Sadler's Wells Digital Stage programme

Collaborate with the Director of Digital Stage & Studio to shape, create and distribute additional digital content including artistic work, participatory content, and content that helps global audiences to discover dance, through collaboration with other Sadler's Wells teams, and contributors to these strands

Advise on content design and distribution model for new digital products and experiences

Be a member of Artistic Planning Board, as a representative of Digital Stage & Studio, and contributor to Sadler's Wells' overall artistic planning for its programme

- **YouTube:**

Oversee the ongoing development of our YouTube channel

Responsible for the management and maintenance of this channel on an ongoing basis, supported by the Content and Digital Teams

Analytics and reporting

- Set KPIs for reach and engagement on Digital Content in line with the objectives of the Digital Content Strategy and the overall organisational strategy
- Manage the reporting against these KPIs on an ongoing basis

Accessibility

- Responsible for ensuring all digital content is as accessible as possible, removing 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

Team Management

- Line manage the Senior Content Officer and Digital Content Producer, providing guidance and coaching to team members, and creating opportunities for development and progression
- Live, breathe and role model our organisational values of Excellence, Collaboration, Inclusion and Innovation, being aware of the influence and impact you can have as a leader at Sadler's Wells
- Role model new and smarter ways of working, ensuring workloads are sustainable and supporting individual and team wellbeing

- Manage the workflow and output of the Content Team and any freelancers that contribute to the work of the Team

Other

- 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 in regards to Sadler's Wells' Equality, Diversity and Inclusion, and Health and Safety Policies. This will include providing assistance 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.



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Who should apply?

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

Skills and Experience

Essential:

- A data-driven and audience-centric approach to **curating, distributing and optimizing artistic and/or participatory digital content** for presentation across multiple platforms and in a variety of formats
- A strong track record of **project managing the end-to-end production and release** of high-quality and high-impact digital content and experiences in the creative industries
- Experience of **managing a team**, including the ability to lead and motivate colleagues, proactively provide feedback and plan and prioritise team workload
- Effective **planning and organising skills**, including the ability to manage several areas of your work at one time, delivering consistently to deadlines and reacting positively to changes and conflicting priorities
- Commitment to **championing representation and inclusion** in all your work, including a commitment to **accessibility** with experience commissioning content in a range of formats (e.g. audio description, closed captions)
- Excellent **communication skills with demonstrable experience collaborating effectively** with artists and other internal and external stakeholders from a variety of backgrounds
- Proven ability to **work in an agile way**, with a willing and creative approach to problem-solving and testing and learning from new ideas and approaches
- Must currently hold right to work in the UK

Additional, but not essential:

- Experience of the live streaming process
- Experience of content monetisation
- Knowledge of and experience in content creation specifically for dance
- Experience of contracting for digital content, including music rights clearance

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, pro rata, based on a 35-hour working week, plus an additional paid meal break each day
- You will get 25 days annual leave per annum, pro rata
- 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 several 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 therefore 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 we aim to contact candidates on an ad-hoc basis. Once a suitable candidate is appointed, this vacancy will close without further notice.

