



## Social Media & Content Officer (Maternity Cover)

### About Sadler's Wells

Sadler's Wells is a world-leading creative organisation dedicated to dance in all its forms. With over three centuries of theatrical heritage and a year-round programme of performances and learning activities, our mission is to make and share dance that inspires us all.

*Our vision is to create, through dance, a depth of connection beyond borders, cultures and languages, so we see ourselves in each other.*

Audiences of over half a million come to our London theatres each year, with many more enjoying our [touring productions](#) at venues across the UK and around the world and accessing our content through digital channels.

Sadler's Wells Theatre has been located in Islington since the 17<sup>th</sup> century. Our venue 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' staff.

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.

### Commissions and ground-breaking productions

Sadler's Wells commissions and presents more new dance work than any other theatre in the world, embracing the popular and the unknown. Since 2005, we have helped to bring over 170 new dance works to the stage, many of them involving our 16 [Associate Artists](#), three [Resident Companies](#) and four [Associate Companies](#) – the most exciting talents working in dance today.

### Artist development and support

Sadler's Wells supports the development of dance artists and choreographers at every stage of their career. We give the next generation of artists the means to develop further through programmes such as [National Youth Dance Company](#); [Young Associates](#); Wild Card; [New Wave Associates](#); [Open Art Surgery](#); and [Summer University](#). Through the support network at Sadler's Wells, they are able to seek out new ideas and collaborations.

## **Nurturing artists and audiences of the future**

Sadler's Wells' learning and engagement activities take dance out into the community and invite communities into the theatre, generating over 34,000 attendances annually. Our schools programmes offer access to dance, both in and out of school. There are also opportunities for people of all ages, abilities and backgrounds to take part in high-quality productions and learning opportunities, on and off our stages. The renowned [Company of Elders](#) is our resident over-60s performance group, and our annual events range from pre- and post-show talks with dance artists to classes, workshops and assisted performances.

## **Sadler's Wells Digital Stage**

Before and during the Covid-19 crisis, Sadler's Wells has continued to connect with global audiences through its Digital Stage, an online programme of performances and workshops for people to experience wherever they are. Since lockdowns began on 27 March 2020, the programme has been enjoyed by audiences all over the world, generating over 5 million video views.

## **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.

## **The Department**

The Content & Communications department, which comprises the Content, Digital, and Press & Communications teams, is responsible for strategy and delivery of:

- Sadler's Wells brand and tone of voice
- Press, media and influencer relationships and coverage
- Corporate communications
- All Sadler's Wells' social media channels and YouTube channel
- Digital content curation, production and distribution
- Video production
- Website

We work to promote and support the diverse aspects of the work of Sadler's Wells, and engage our artists, audiences and stakeholders with dance, with a particular focus on developing physical and digital audiences for the future.

The Content team is headed by the Director of Content & Communications and comprises of a Content Manager and the Social Media & Content Officer.

## **The Role**

The Social Media & Content Officer is responsible for the daily management of Sadler's Wells' social media channels (currently Instagram, Twitter and Facebook) to inspire, inform and engage existing and potential dance audiences. This involves producing and sourcing compelling content in a range of different formats, copywriting, planning and scheduling posts, responding to audience queries and building our global online dance community. This role works closely with the Content Manager to define strategic objectives for social media and track key performance indicators.

This role is also responsible for curating the Sadler's Wells YouTube channel, and supporting the organisation in achieving its digital content strategy through the production of new video content.

The Social Media & Content Officer reports to the Content Manager.

This role is currently and could remain working remotely for the duration of the contract but will be required to oversee content creation (e.g. filming) in person in London on occasion.

## **Key responsibilities**

### **Social Media:**

- Oversee the daily management (planning, creation, scheduling and monitoring) of social media content on Sadler's Wells platforms (primarily Instagram, Facebook, Twitter) in line with the organisation's objectives, activity, brand and tone of voice
- 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
- Provide proactive and reactive ideas for the use of social media in support of Sadler's Wells' communications strategy and objectives
- Support the development and delivery of Sadler's Wells' social media strategy, track analytics and contribute to team learnings
- Build an online community for Sadler's Wells and ensure the needs of that community are met through ensuring content is accessible, responding to queries, building trust, and being audience-centred in the approach, curation and creation of content
- Monitor market trends for latest developments in social media platform usage, audiences, and technical specifications, and integrate best practice into our social media content planning and delivery, including, if relevant, identifying potential new platforms to adopt
- Work closely with the Marketing team to ensure that paid and organic social media activity is complementary to a campaign, and identify target audiences for boosted content

### **YouTube:**

- Curate and optimise the Sadler's Wells YouTube channel, ensuring brand consistency

- Devise ways of increasing engagement and interaction on the channel

#### **Digital Content:**

- Curate, conceptualise and develop ideas for digital content for Sadler's Wells in line with strategy
- Project manage the creation of new digital content, for example:
  - Write film briefs
  - Coordinate schedules for filming and content delivery
  - Liaise with artists, companies, filmmakers and other collaborators
  - Oversee the filming of new content
- Coordinate content that we distribute, but don't make in-house, including gathering content, managing assets, tailoring for our channels, and attaining sign-off from companies, artists and collaborators
- Organise the distribution of content across our digital channels
- Transcribe audio and upload subtitles to improve accessibility of digital content
- Problem solve on the optimal audience-centric solutions for digital content given the financial, content and team resources available to Sadler's Wells

#### **Collaboration:**

- Take a tailored approach to working with artists, companies and internal colleagues, and collaborate with them to source and create high-quality content that supports Sadler's Wells' brand and objectives

#### **Content analytics and reporting:**

- Working with the Content Manager, establish Key Performance Indicators, monitor the performance of all content, and create regular analytics reports for review and evaluation

#### **Other:**

- Attend occasional staff meetings, training sessions and other events which may take place outside normal working hours
- Carry out all administrative work generated by the above activities
- Undertake other duties as may be reasonably required
- At all times, carrying out duties and responsibilities with regard to Sadler's Wells' Equal Opportunities and Health and Safety Policies. This may 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.*

## **What we are looking for**

In addition to a commitment to the mission and vision of Sadler's Wells, the successful applicant will demonstrate the following:

### **Essential**

- Strong digital storytelling skills and experience creating engaging social media content in a range of different formats
- Excellent working knowledge of Instagram, Twitter, Facebook & YouTube and how to tailor and optimise content for audiences on each platform
- Experience of managing social media channels and building an online community
- Excellent copywriting and proofreading skills, with strong attention to detail
- Highly organised, with the ability to problem solve and prioritise work flexibly across a range of different projects, balancing proactive and reactive work
- Excellent communication skills, with the ability to collaborate with people in a range of different roles and balance input from a variety of stakeholders
- An understanding of digital accessibility
- An understanding of brand tone of voice, and maintaining consistency across multiple digital, social and video formats

### **Desirable**

- The ability to gather, evaluate and present analytics to form accessible and actionable insight
- Good overall awareness of marketing campaign planning and implementation
- Experience project managing the production of new video content
- Knowledge of film editing and subtitling using Adobe Premiere Pro
- A passion for the arts, especially dance

## Terms and conditions

Fixed-term, maternity cover contract due to commence in January 2021

Salary £26,660 per annum, based on 35 hours per week, plus an additional paid meal break each day

Annual leave entitlement is 5 weeks for each Holiday Year

If you are an eligible job holder, you will be automatically enrolled into Sadler's Wells Trust Ltd. pension scheme

### The company offers:

- Employee Assistance Programme (EAP) – Free confidential support service
- Season Ticket Advance – Interest free loan to purchase a home to work travel ticket
- Cycle to Work Scheme
- Death in Service Benefit – Equivalent to twice your annual salary
- Staff discount at Garden Court Café
- Discounted performance tickets (subject to availability)

## Making an application

A Job Description and Person Specification are included in this document. If this sounds like the perfect role for you, please complete the online application form.

Further guidance on completing your application form can be found via the link below  
[Applying for vacancies at Sadler's Wells](#)

**Please submit the online application form by 11:59PM on Wednesday 25 November 2020. Late applications will not be considered.**

**Interviews will take place on Monday 7 and Tuesday 8 December 2020 via Zoom video call.**

## [About Sadler's Wells](#)

### [See what we do](#)

### [Apply](#)

