



JOB DESCRIPTION.

JOB TITLE	Social Media Manager
REPORTS TO	Head of Marketing
DIRECT REPORTS	Social Media Assistant
DEPARTMENT	Audiences

BACKGROUND

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity, and excites learning to make Shakespeare.

The Audiences Department includes the Marketing and Digital teams, as well as Press/PR, Ticketing and Sales, Retail and Visitor and Audience Operations. They all own the customer journey from start to finish and strive to be insight driven, customer focused and digital first in approach.

Responsible for demanding revenue targets across everything we do and reaching the widest possible global audience onsite and online, we are an innovative, collaborative and creative team. Working closely with producing, education and development we build customer loyalty and diversify our live and digital audiences by creating innovative design and content to engage them and stand out. We are results oriented and measure, test and learn as we try new ideas.

The Marketing team includes a Campaigns team working across all our output, a Design and Brand team, a Data, Insight and CRM team, and a Social Media team. They work together to deliver shared audience and revenue targets for the whole organisation.

The Audiences department will help achieve objectives through:

- **Audiences** - understand and deliver relevant information to our current and potential audiences
- **Revenue** - increase and maximise income from all areas of the business
- **Acquisition** - set cross year audience targets for underrepresented audience groups
- **Retention** - increase loyalty and engagement
- **Brand** - the Globe is a place of radical excellence

PURPOSE OF JOB

- Act as the voice and editorial lead for Shakespeare's Globe social media channels and blog; including commissioning, creating and editing online stories for those platforms.
- Lead on setting the Globe's social media strategy, delivering a fun and informative social media experience for our diverse audiences.
- Lead on social media reporting to track our progress against agreed objectives to maximise engaged reach and impact, through social activity.
- Work with the Audiences team to produce tone of voice guidelines for the Globe's social media presence.

PRINCIPAL RESPONSIBILITIES

Strategy

- Lead in devising and implementing the social strategy for Shakespeare's Globe.
- Produce creative briefs for internal and external digital production teams, employed to develop social media campaigns and lead this work from end-to-end ensuring collaborative relationships between multiple stakeholders.
- Communicate the effectiveness of the social media strategy and develop tactics and content experiments to enhance the effectiveness of the Globe's online presence.

Content creation and management

- Manage the organisation's presence and content across relevant social media channels including Facebook, Twitter, Instagram and TikTok.
- Co-ordinate the publication of social content across all of our social networks as appropriate.
- Develop, commission, and create inspiring multimedia content relating to the work of Shakespeare's Globe, working with internal teams and external creatives as appropriate.
- Develop digital campaigns to support and promote Shakespeare's Globe theatre, educational and commercial offers.
- With the Social Media Assistant, establish good relationships with influencers and host micro-influencer events to attract a diverse range of audiences.
- Manage and develop the Globe's live streaming and Globe Player output via social media channels, as appropriate.
- Liaise with departments to help them understand the requirements and aspirations for their online content and to ensure consistency with the Globe's brand guidelines and quality across all areas.

Editorial/Governance

- Set the purpose and tactics for each of our social media channels, to ensure each has its own distinctive purpose, which remains audience lead.
- Work with the Head of Marketing and Head of Press & PR to manage our social media policy, crisis communications and monitoring on our social channels.
- Acting as editor, commission and write content for the Globe's blog.
- Ensure all third-party platforms are regularly updated and carrying rich content.
- Oversee the use of social networks by other departments and help to champion digital transformation across the organisation.
- Ensure that social media activity is optimized and featured on our website and across our digital screens where appropriate.
- Keep up to date with the latest trends in social media, including emerging platforms.
- Keep up to date with the latest trends in the performing arts, culture and education sectors.

Community management & training

- Engage the Globe's online communities in daily conversations and work with Visitor Experience and Communications teams to listen and respond on behalf of the organisation.
- Be the main point of call within Shakespeare's Globe for social media communications.
- Oversee and encourage the use of social media by staff, volunteers, actors and creatives, as a tool for communicating the Globe's activities, brand and values.

Advertising

- Coordinate the scheduling of organic social content with the work of the marketing team and third-party agencies in digital advertising, to ensure campaign communication is optimised, boosting organic campaigns where appropriate.
- Aid and advise other members of the Audiences department on their social media advertising campaigns.

Measurement

- Monitor and report on all social media activity, helping to develop KPIs for success in the use of these channels.
- Produce a regular analytics report relating to all social media activity.
- Keep up to date with changes and trends in digital social media, and monitor new initiatives by other arts or relevant organisations.

General

- Effective management of staff, ensuring that direct reports are supported to achieve their objectives and receive regular feedback.
- Attend relevant external seminars and working groups to ensure Shakespeare's Globe is developing its online profile in line with current new media trends, as agreed with the Head of Marketing.

PERSON SPECIFICATION

- Excellent computer literacy, including knowledge and experience of content management systems, bulk email marketing software, social media management tools and Microsoft Office.
- Great communication skills with the ability to deal effectively with and influence people at all levels, partners and stakeholders.
- Proven interest and experience in digital media and social networking.
- Demonstrable experience with audio-visual technology: recording, editing and distribution.
- Demonstrable experience of social media marketing and community management.
- An eye for design detail and a working knowledge of design software e.g. Photoshop, After Effects or Canva.
- Copywriting skills and the ability to tailor writing to different platforms.
- Demonstrable experience of liaising and managing day to day relations with external suppliers.
- Good organisational skills with the proven ability to meet deadlines and maintain accuracy

Embodies these essential Globe ways of working:

- Committed to the principles of equality, diversity and anti-racism and able to implement these within all areas of work.
- Supportiveness to others.
- Thoughtfulness, reflecting, and problem solving.
- Influencing and communicating with others.
- Delivering output.

RECRUITMENT INFORMATION AND TERMS AND CONDITIONS

Full Time / Permanent (happy to discuss flexible working and job share options)

[A full set of terms and conditions will be supplied with a contract of employment]

Hours: 35 hours per week exclusive of lunch breaks. Additional hours at evenings and weekends may be required for which time in lieu may be granted. There are no extra payments for additional hours worked.

Salary: £33,370 per annum

Holiday: The annual holiday leave is 25 days per calendar year plus Bank Holidays.

Benefits: Discount in the Globe shop and onsite restaurants/cafes; free entry to selected Education events; access to our free employee assistance programme via phone line and website; season ticket loans available; eye test scheme; SGT will auto-enrol eligible staff into a pension scheme, with required employer contributions.

This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes.

As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.