

# THE MARLOWE

## Job Description

### POST DETAILS

<b>Organisation</b>	The Marlowe Trust
<b>Job title</b>	Social Media Manager
<b>Reports to</b>	Communications Manager
<b>Grade</b>	K

### JOB PURPOSE

To manage The Marlowe's social media platforms and to create, curate and share content that increases our online reach and reputation.

### PRINCIPAL ACCOUNTABILITIES

- To manage The Marlowe's social media platforms to increase our digital influence and develop meaningful relationships with our online audiences.
- To create (or commission from external companies) powerful and imaginative content to support our marketing and communications campaigns.
- To support with the planning and delivery of influencer partnerships.
- To work with teams across the whole organisation to devise and create original content that will increase the reach of all that we do, including our programme of shows, learning and participation activities, creation of new work and support of artists.
- To analyse The Marlowe's social media activity, to identify trends that will inform our strategy.
- To drive your own career and skills development, making the most of the opportunities made available to you.
- To work in a safe and legal way to comply with regulatory and legislative requirements.
- To live and represent the Marlowe's values.

REQUIRED ATTRIBUTES	
<b>Required Qualities</b>	<p>The Marlowe's core values are to be authentic, supportive, resilient, collaborative, inclusive and passionate in everything we do.</p> <p>We actively seek to represent the diversity of our society</p> <p>In order to live our values, our Social Media Manager should be:</p> <ul style="list-style-type: none"> <li>• A great communicator</li> <li>• A creative thinker and problem solver.</li> <li>• Interested in digital innovation</li> <li>• Interested in theatre and keen to learn more</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Good knowledge of the theatre industry</li> <li>• Good knowledge of social media platforms</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Good written and verbal communication skills</li> <li>• Good interpersonal skills</li> <li>• Good skills in using a range of social media platforms.</li> <li>• Good video creation skills including filming and editing.</li> <li>• Good creative copywriting skills.</li> <li>• Good project management skills.</li> <li>• Basic skills in design packages, such as Adobe Creative Suite's Photoshop and Illustrator, or their equivalents.</li> <li>• Good IT skills</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Good experience in creating engaging social media content in a personal or professional capacity.</li> <li>• Good experience of running successful social media platforms and increasing followers.</li> <li>• Good experience in devising and creating content in a personal or professional capacity.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• We value education and GCSE's in Maths and English at Grade 4 or above are desirable for this role. We will, however, consider applications from suitably skilled and experienced candidates without a qualification.</li> </ul>

JOB DIMENSIONS	
<b>Annual budgetary amounts</b>	Direct £ Indirect £

<b>Number of staff reporting to the job holder</b>	Direct Reports – 0 Indirect Reports – 0
<b>Any other relevant statistics/information</b>	

### **WORKING ENVIRONMENT**

The Marlowe Trust is open to flexible working so talk to us about how you think you can best deliver this job and about your flexible working needs.

The Marlowe's performances happen mostly in the evenings and at weekends. In order to deliver the best service to our customers, all of our posts, whether frontline, strategic, planning or support roles, require some evening and weekend working.

### **ORGANISATION CHART**

See attached

**July 2023**