

Digital Communications Manager Application Pack

HOME

GMAC is funded by



Introduction to HOME

HOME is Manchester's vibrant cross art form centre. HOME commissions, creates and presents contemporary theatre, visual art and film and provides a space for experimentation where art-forms meet and interconnect. HOME's programming is political, international and experimental.

Our new £25m building, funded by Manchester City Council, Arts Council England and numerous donors, companies and trusts and foundations, opened in May 2015 and has been a huge success with over 650,000 visits per year, strong audience approval, and local, national and international artistic recognition. Our building includes a 500-seat theatre, 150-seat flexible theatre space, 500m² gallery, 5 cinema screens, education spaces, digital production and broadcast facilities, a café bar and restaurant. Since opening in 2015, we've welcomed over 3 million visits and contributed over £101 million to the Greater Manchester economy.

Job Context

This role sits within the Marketing and Communications Team which is led by the Director of Marketing and Communications, who also directs the Box Office team. These teams work together to put audiences at the heart of everything HOME does. They are responsible for achieving ambitious targets for audience growth, income and digital innovation. They ensure our audiences are diverse and reflective of the city, manage the operation and administration of our box office and provide the highest possible standard of customer care and visitor experience.

Job Summary

The Digital Communications Manager reports to the Head of Communications and manages all aspects of HOME's online presence, promotion and functionality. We are looking for an enthusiastic individual with proven experience of curating digital content and social media channels and managing website and e-commerce development, ideally for a similar arts organisation.

JOB DESCRIPTION

Purpose

To tell HOME's story in a compelling and inspiring way to multiple regional, national and international stakeholders by managing our online presence and delivering high-quality digital content.

Team Marketing and Communications

Reports to Head of Communications

Main duties

1. Plan and create digital content to support our audience development and engagement objectives. Content produced will include video, audio, images, blogs, apps, interactive content, interpretation materials, and the documentation of live events and will be produced in house and in partnership with approved suppliers
2. Manage the planning, preparation and publishing of social media content across all of HOME's existing platforms and identify new digital platforms that will increase reach and engagement with our target audiences
3. Manage the growth and development of HOME's website and box office integration, ensuring the highest standards of accessibility and useability
4. Manage HOME's SEO activity and ensure all content on HOME's website is effectively optimised for SEO and organic and keyword search
5. Evaluate website and social media engagement using Google Analytics and other research and social media analytics tools to meet targets for e-commerce conversion rates, inform planning and increase effectiveness, engagement and reach
6. Plan and implement paid search campaigns on Google Adwords and online advertising ensuring activity is tested, correctly tagged, tracked and measured
7. Maintain up to date knowledge of content production software, analytics tools, new technologies and platforms etc in order to keep HOME at the forefront of developments in digital content and marketing
8. Project and supplier management: Commission and manage relationships with external agencies and freelance practitioners including web developers, Box Office developers, designers, filmmakers and SEO consultants, managing projects to ensure delivery on brief, on time and to budget
9. Champion our digital activity internally, providing training and mentoring where required and encouraging input from colleagues across the organisation
10. Maintain up-to-date knowledge to ensure all digital marketing policies and processes are up to date and our activity adheres to legal guidelines with regards to accessibility, data protection and copyright
11. Deputise for other members of the department as required

12. Implement GMAC policies, in particular those around diversity, environmental sustainability and access
13. Carry out additional duties as deemed appropriate by the Director of Marketing and Communications and Head of Communications
14. Work evenings and weekends as appropriate
15. Undertake national & international travel as required
16. This is not an exhaustive list of duties and HOME's management may, at any time, allocate other duties which are of a similar nature or level

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
QUALIFICATIONS AND TRAINING		Educated to degree level
		Relevant professional qualification
SPECIALIST KNOWLEDGE	Up to date knowledge and understanding of SEO principles	Knowledge of General Data Protection Regulation (GDPR)
EXPERIENCE	At least 1 year's experience managing digital communications in a similar organisation,	Experience of WordPress
	Experience of planning and creating digital content, including video and audio to drive audience engagement	Experience of using a Box Office ticketing system
	Experience of using website content management systems	Experience using MailChimp
	Experience of using Google and social media analytics to measure and report performance of digital campaigns, content, and conversion goals.	
	Experience of using E-newsletter delivery platforms	
PRACTICAL SKILLS	Ability to use content production software such as Adobe Audition, Final Cut Pro and Adobe Photoshop	
	Excellent organisational, planning and administrative skills, including the ability to prioritise and manage own workload	
	Excellent IT skills	
DISPOSITION AND ATTITUDE	Positive, proactive approach to work and a good team player	
	Proven ability to demonstrate initiative and independent thinking	
	Ability to deal tactfully with a wide range of people, including supporters, senior staff and trustees	

Applicant information

At HOME we welcome applications from everyone.

HOME strives to present a vibrant, diverse programme that is reflective of the city that we live in. We believe that this can only truly be achieved if the workforce at HOME encompasses a broad range of beliefs and vantage points. We particularly welcome applications from people from a BAME background or those who are Deaf or disabled, as they are currently under-represented in our workforce. If you wish to discuss reasonable adjustments for this role, please indicate this on your application form and we will be in touch with you.

Outline of Terms and Conditions

TITLE OF POST:	Digital Communications Manager
HOURS:	GMAC Ltd has a standard working week of 40 hours inclusive of meal breaks. Exact hours of work as required by demands of the post. Overtime payments will not be made, however time off in lieu, with the agreement of the Director of Marketing & Communications, will be available to cover any additional hours worked.
SALARY:	£23,000 - £25,000
ANNUAL LEAVE:	25 days p.a. plus statutory holidays, increasing with length of service thereafter.
PROBATIONARY PERIOD:	3 months
NOTICE PERIOD:	1 month
PENSION:	HOME runs a workplace pension scheme.
OTHER BENEFITS INCLUDE:	<ul style="list-style-type: none">• Free tickets for theatre and cinema• Discounts on food and drink at HOME's bar and restaurant• Travel schemes including cycle to work and discount bus travel

Application Procedure

Please complete the HOME application form telling us how you meet the Person Specification for this role return with a completed Equal Opportunities questionnaire.

The deadline for applications is Friday 1 November 2019
Interviews will take place W/C Monday 18 November 2019

Please email a PDF copy of your application to: claire.fern@homemcr.org

We will confirm receipt of your application and let you know if you have been shortlisted for an interview by Thursday 7 November.

HOME (Greater Manchester Arts Centre Limited) collects personal information when you join us as an employee, apply for a job or work with us as a freelancer. We will use this information to manage the recruitment process, conform with employment or payroll legislation, report to funders on our workforce or to comply with other laws. HOME will not share your information with third parties for marketing purposes. For more information explaining how we use your information please see our privacy policy for Employees, Freelancers and Artists at [https://homemcr.org/about/policies/privacy/..](https://homemcr.org/about/policies/privacy/)