

RECRUITMENT PACK

Digital Content Officer - Part Time
August 2025



HOME

WELCOME

Thank you for your interest in the role of part time Digital Content Officer at HOME.

HOME is Manchester's beating heart for theatre, film and art. It's an everyday escape, a space which invites everyone in for conversation, creativity, culture and connection. At HOME, you can discover new dimensions, old favourites and everlasting stories.

HOME is Manchester's premier arts centre and a registered charity, welcoming over 7 million visitors since opening. HOME features two theatres, five cinemas, an art gallery, and a popular restaurant. HOME collaborates with artists from both the UK and around the world to produce and present exceptional visual art, cinema, and theatre experiences. Placing a strong focus on UK theatre, international works, new commissions, and artist development, HOME is deeply rooted in the community, pushing creative boundaries, embracing experimentation, and sharing bold, exciting art with as wide an audience as possible. Our patrons include director Danny Boyle, actress Suranne Jones, playwright and poet Jackie Kay CBE, and artist Rosa Barba.

Our programme is presented across:

- Five state-of-the-art cinemas, presenting one of the UK's most celebrated programmes of independent film
- Two theatres - c.500 seat proscenium arch, T1; and c.130 seat flexible studio theatre, T2 - presenting HOME produced productions
- 500m² contemporary visual art space
- Talent development and engagement spaces including the newly launched HOME Arches, a purpose built building for talent development.
- In youth and education settings and within communities across Manchester

HOME also relies on trading and secondary income to support the charity, including two bars, a restaurant, event spaces and retail space.

If you require a large print version of this recruitment pack, or any reasonable adjustments to apply for this position, please contact recruitment@homemcr.org.

OUR VISION & MISSION

WHAT WE'RE HERE FOR

We're an open and social space for the curious from all of our communities, future artists and producers of work that is provocative, playful and contemporary, of Manchester and the world.

WHERE WE WANT TO BE

We want to be central to making Manchester a major city celebrated for its distinctive art – art that enriches the lives and life chances of its people – and a magnet for artists and creatives from all over the UK.

WHAT MAKES US TICK

● We are conscientious

● We are considerate

● We are collaborative

● We are creative

● We are curious

STRATEGIC OBJECTIVES

We're here to share exciting, entertaining and thought-provoking stories with the people of our city and beyond

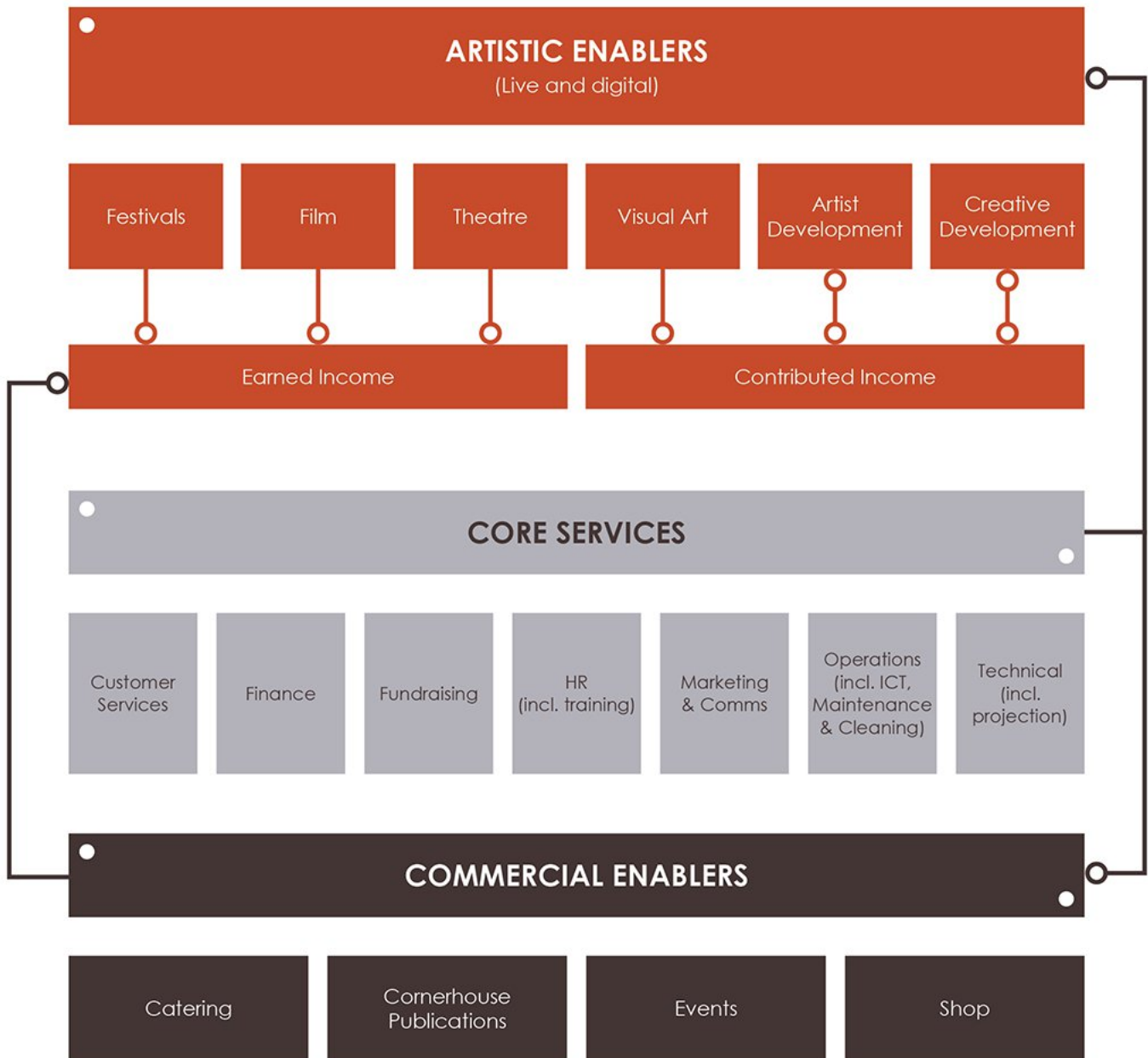
We're here to nurture creativity

We're here to develop and make our team feel valued

We're here to tackle inequality

We're here to protect the planet

HOW WE WORK





Equality at HOME

HOME is an inclusive employer, and we are committed to championing anti-racism, equality and diversity through the way we work, and the work we make and present.

We want our workforce to reflect the diverse communities of Greater Manchester and we welcome candidates from all backgrounds. We actively encourage and support applications from groups who are currently underrepresented across the arts sector, including members of the Global Majority, d/Deaf and disabled applicants and individuals from lower socio-economic backgrounds.

HOME is a Disability Confident Employer, and a Supporter of the Greater Manchester Good Employment Charter.



THE ROLE

Job Context

This role sits within the Marketing and Communications Team, led by the Director of Audience, who also directs the Customer Service team. These teams work together to put audiences at the heart of everything HOME does.

The Marketing and Communications team is responsible for building and retaining audiences, visitors and participants to HOME, and articulating its mission and vision to stakeholders. The team is responsible for achieving visitor and income targets for HOME's cross-arts programme, and ensuring the audiences are diverse and reflective of the city.

Job Summary

The Digital Content Officer plays a central role in how HOME speaks to its audiences digitally. Working closely with the Social Media Officer and wider Marketing & Communications team, this role supports content planning, production and delivery – helping to grow engagement, build brand awareness and showcase HOME's work. From updating the website and designing assets to managing content briefs for designers and producing short-form video for social, the Digital Content Officer is a creative all-rounder who brings HOME's digital campaigns to life.

KEY INFORMATION

Salary	£26,208 (pro rata)per annum
Contract	Permanent
Hours of work	24 hours, including 1 hour paid lunch breaks Exact hours of work as required by the job, working evenings and weekends as appropriate. Overtime payments will not be made, however time off in lieu will be available to cover additional hours worked with your Line Manager's agreement.
Place of work	HOME's offices are at 2 Tony Wilson Place, M15 4FN
Holidays	25 days per annum plus statutory holidays (pro rata)
Pension	GMAC Ltd operates a company pension scheme with a 3% company contribution, available to all staff
Other benefits	Discounted cinema and theatre tickets Employee Assistance Programme Option to purchase additional holidays Cycle to work and Tech scheme
Probationary period	6 months
Notice period	1 month during probationary period, 2 months thereafter

JOB DESCRIPTION

Purpose

To create and coordinate engaging, accessible and on-brand digital content that promotes HOME's programme and values across web, social media, and email. The Content Officer works across teams to develop compelling stories, visuals and digital assets, ensuring consistency of voice and quality across all platforms.

Team	Marketing & Communications
Reports to	Head of Digital Marketing
Responsible for	n/a

Main duties

- Create and publish engaging digital content across HOME's website and creating content for social media and email marketing channels
- Update and maintain HOME's website using the CMS (Peppered), ensuring copy, images and events are timely, accessible and accurate
- Design digital assets to support campaigns and social media activity.
- Work with the social media Officer to produce and edit short-form video, reels and stories to support content themes and campaign priorities
- Draft and adapt copy for use across different platforms, working to HOME's tone of voice, brand and accessibility standards.
- Respond to and support content needs across the organisation, including teams such as Film, Theatre, Visual Arts, Creative Engagement, Development and Hires
- Support the creation and scheduling of organic social media posts in collaboration with the social media Officer.
- Maintain a content calendar and ensure alignment with wider marketing and organisation plans.

- Manage content briefs for freelance designers, photographers or videographers when more specialist content is needed.
- Monitor and optimise content performance, working with the social media Officer and Head of Digital to apply insights and adapt strategies.
- Ensure all content meets accessibility standards (e.g. use of alt text, captions, clear formatting) and supports HOME's commitment to inclusive communication
- Attend and document, not limited to; selected events, Q&As, workshops or behind-the-scenes activity for digital storytelling
- Contribute ideas to planning meetings and support campaign innovation

Additional duties

- Perform all tasks in line with HOME's commitment to providing the widest audience access
- Deputise for other members of the department as required
- Be an advocate and ambassador for the organisation.
- Implement GMAC policies, particularly those around diversity, environmental sustainability, access, safeguarding and GDPR.
- Keep up to date with financial, administrative and operational best practice.
- Carry out duties as deemed appropriate by the Head of Digital Marketing or Director of Audiences
- Work evenings and weekends as appropriate.
- Undertake national and international travel as required.

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

Criteria	Essential	Desirable
Experience	<ul style="list-style-type: none">• Experience creating content for digital platforms (e.g. websites, social media, email)• Experience using a CMS to upload and manage web content• Experience creating visual content for social media, including both photography and videography, combined with strong copywriting and editing skills tailored for digital platforms.• Experience writing or editing copy for a range of audiences	<p>Experience working with photographers, designers or videographers on content briefs</p> <p>Experience using analytics tools to monitor content performance</p>

Skills and Knowledge	<ul style="list-style-type: none"> • Understanding of digital content best practice, including layout, copy and platform suitability • Confident using tools such as Canva and/or Adobe Creative Suite (Photoshop, Illustrator or Premiere) • Ability to publish and format content using a CMS (e.g. WordPress, Peppered) • Experience with scheduling tools (e.g. Meta Business Suite, Hootsuite) • Strong writing and editing skills, with high attention to detail • Good time management, able to juggle multiple content requests and deadlines 	<p>Basic video production or photography skills</p> <p>Familiarity with DotDigital or other email campaign platforms</p> <p>Familiarity with digital accessibility principles (e.g. alt text, captioning, formatting)</p> <p>Awareness of SEO and how it affects web content</p> <p>Basic video production or photography skills</p>
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Other requirements	<ul style="list-style-type: none"> • Creative thinker with a proactive approach to problem-solving and content innovation. • Motivated collaborator and self-starter able to work calmly under pressure to deadlines • Desire to learn new skills, with an excellent eye for detail and a problem-solving attitude • Ability to proactively work both as part of a team and independently. • Resilience and adaptability in a fast-paced, dynamic work environment • Flexibility and ability to work evenings and weekends as required • Able to handle sensitive information with confidentiality • Strong interpersonal skills, with the ability to build relationships 	<ul style="list-style-type: none"> • A drive to promote access to art and culture.
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HOW TO APPLY

The deadline for applications is Monday 1 September 2025, 10am. Please note however, we may close the vacancy early if we receive a high volume of applications.

Application format: submit by email an up-to-date CV together with a supporting statement of no more than 2 A4 pages. Please ensure you provide examples of how you meet the essential criteria within the Person Specification and the main responsibilities for this role in your supporting statement.

Email your CV and written supporting statement please add the job reference number 584159 in the subject line in your email or this can be a short video/audio response no more than 10 minutes long to recruitment@homemcr.org and complete the link here to the [Equal Opportunities Form](#)

We will interview all candidates who meet the essential criteria in the person specification. Support is available at every stage of the process please email recruitment@homemcr.org if you have any questions related to support requirements.

Interviews will take place in person week commencing Monday 15 September 2025

HOME strives to be an equal opportunity employer, committed to diversity and inclusion in the workplace.

Please note Due to the high volume of applications we are unable to respond to all applicants individually. If you have not heard from us before the interview date, unfortunately, you have not been shortlisted on this occasion. Regrettably, we are unable to provide feedback at the application stage for those not selected for interview.

Thank you for your interest in this post.



FUNDED BY



FOUNDING SUPPORTERS



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