JOB DESCRIPTION

Post Title: Digital Communications Officer

Salary: £23,953

Contract: Permanent (subject to a 3-month probationary period)

Hours: 40 hours per week (TDIL). Some weekend and evening work will be necessary.

Location: Hybrid working – we currently work between office and home. Candidates do not necessarily need to be based in Wales, but they will be expected to be at Chapter for key events and meetings, which will require regular attendance in Cardiff.

Department: Programme and Marketing

Reports to: Marketing and Communications Manager

Direct reports: Occasional volunteers and interns as required

ABOUT CHAPTER

- Chapter is an outstanding centre for contemporary arts and culture based in Cardiff.
- We are a hub for the production and presentation of world-class work that is accessible for all. The venue comprises theatres, cinemas, a gallery, rehearsal & hire spaces, an award-winning café bar and more than 50 studio spaces for artists and creative companies.
- Each year we present more than 2000 events and programmes which attract over 700,000 visitors to the centre.
- We’re committed to showing the best art, performance, and film from Wales, and from the world to the widest possible audience.
- Founded in 1971, Chapter is both a Charity and a Limited Company. Chapter (Cardiff) Ltd represents the Charity, while Chapter (Trading) Ltd is a wholly owned subsidiary of Chapter Cardiff through which we run the café bar.
- The Chapter group is not for profit and is funded through a mix of earned income from ticket sales, café bar, hires and rents alongside funding from organisations such as the Arts Council of Wales, the British Film Institute and Welsh Government.
- Chapter Group employs about 80 people and has a turnover of c.£3.5 million per year. The café Bar has a turnover of c.£1.7 million per annum.
- We are employee focused, through our benefits, policies and practices, and are proud to be a Real Living Wage Employer.
PURPOSE OF ROLE

The Digital Communications Officer (DCO) will work with the Marketing and Communications Team to deliver a digital strategy that expands Chapter’s audience development objectives. They will liaise closely with visiting artists and companies, the programming team, and with teams across the organisation including IT, Trading and Creative Community.

The role encompasses elements of digital and content marketing, included but not limited to: social media, website, email communications, content production (including video production and editing), as well as data analysis and reporting.

The Digital Communications Officer will be someone who works well as part of a team while being equally able to work on their own initiative, anticipating challenges and providing effective solutions.

AREAS OF RESPONSIBILITY AND KEY TASKS

Liaising closely with the Director of Programme and Marketing & Communications Manager you will work across all of Chapter’s activity, including the trading subsidiary. The communications team are responsible for enhancing the organisation’s profile, increasing and diversifying its audiences, driving sales and donations, and delivering digital content.

As Digital Communications Officer, you will be part of a small team that delivers ambitious marketing and communications campaigns for Chapter. Through forward-thinking communications, you will help to enhance our profile as a leading cultural organisation in Wales and the UK.

This is an exciting time to join Chapter as we launch a new website, build our marketing team and welcome audiences back to the venue. As an organisation we are becoming more digital, and this role will help us to futureproof the organisation by connecting with digital audiences via compelling content that conveys our core messages. We’re looking for someone that’s passionate about helping us to grow into the future and has the skills and commitment to support artists and audiences to thrive.

Reporting to the Marketing and Communications Manager, the Digital Communications Officer is responsible for the following areas. Please note that this is not a comprehensive list, and the job specification will be reviewed from time to time in accordance with the organisation’s needs.
DIGITAL COMMUNICATIONS: OVERVIEW

- Lead on the creation and delivery of dynamic digital content to tell compelling stories about Chapter, our partners and extended Creative Community.
- Champion digital innovation and experimentation within the organisation.
- Liaise with agreed internal and external teams to ensure digital marketing tactics are delivered.
- Monitor and record analytics and use this data to inform future content.
- Support Chapter’s PR output to help drive tickets sales, increase income and raise the organisation’s profile.
- Develop audiences to enable them to experience our programme and key messages online.
- Be a champion for diversity, accessibility and equity across all digital communications.
- Act as a brand champion and guardian.

OUR IDEAL CANDIDATE

Our ideal candidate is someone with experience in a similar role in the media, marketing or creative sector. You’ll be open, curious and passionate about culture and the arts in Wales, and enjoy working in a busy, sometimes challenging but always exciting environment.

You’ll have excellent communication skills, with good attention to detail, well developed editing and proof-reading skills and a high level of IT literacy. You’ll be able to demonstrate your ability to create and commission effective and targeted multimedia content and will be happy liaising with external contacts.

You’ll be adaptable in different and sometimes unexpected situations, and able to work to tight and often changing deadlines, remaining calm and focused under pressure. You’ll thrive in a team but will also be able to work on your own initiative when required.

Our venue is for everyone, and we welcome applications from everyone. We particularly welcome those from people from a Black, Asian and Minority Ethnic background or who are D/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.

Joy Labinjo: Ode to Olaudah Equiano, Chapter, 2022. Photo: Stuart Whipps
KEY RESPONSIBILITIES

Website and on demand:
- Using our CMS systems to ensure that our website is always up-to-date, accurate and engaging.
- Working in conjunction with the rest of the team, to create and/or commission new and engaging content for the website, including key announcements, news stories, event listings, trailers and videos, and dynamic information for existing and new audiences.
- Manage Chapter’s website to ensure that all copy is accurate, up-to-date, and accessible to the public in a timely manner.
- Work closely with the Programme and Technical Team and IT Manager on the development and delivery of dynamic on-demand and hybrid content.

Email communications:
- Co-ordinate and create a monthly e-newsletter for audiences.
- Manage our email marketing database and identify targeted event mailings.
- Build our mailing list and create segmentation systems on our CRM.
- Devise methods within our CMS to promote and sell our events to target audiences.

Social media:
- Create new, engaging and timely content for use across various digital channels.
- Manage our social media platforms, planning and scheduling content including sponsored posts.
- Monitor and report on social media insights and analytics to inform future content.

Campaigns and Strategies:
- To assist in the creation and delivery of a digital marketing strategy.
- Ensure that all digital marketing contributes appropriately towards our artistic priorities, audience development and fundraising objectives and targets.

Membership and Fundraising Communications:
- Assist the team to communicate effectively with members.
- Assist in supporting digital communications for the purpose of future members, and existing or potential funders or donors.

Reporting and Data Analysis:
- Create and manage scheduled reports for film distributors, touring theatre companies, etc.
- Monitor, evaluate and report on all digital activity and campaigns against agreed objectives using analytics.

CRM ticketing system:
- Manage events on our ticketing system using processes in place to establish workflow (currently Artifax to Spektrix and web integration).
- Key liaison with IT support for our ticketing and website systems.
- Work with all departments to support the promotion, administration and delivery of campaigns and programme, including fundraising, merchandising and online programme.

Miscellaneous
- Proactively contribute to new and established ‘working groups’ within the organisation, taking on additional duties that may not naturally fall within the scope of the main job description.
- To be familiar with all relevant health and safety, operational, personnel, customer care, equal opportunities, data protection and financial policies and procedures, ensuring that all statutory obligations are complied with.
- All employees of Chapter have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable Chapter to meet its own legal duties and to report any hazardous situations or defective equipment.
- The post may involve working evenings, bank holidays and weekends as required, with time off in lieu being offered for any extra hours worked.
- Any other duties as considered reasonable and appropriate as instructed by the line manager.

This job description is not exhaustive, and you may be asked to undertake other duties in line with the nature and level of responsibility of the post.
PERSON SPECIFICATION

As Digital Communications Officer for Chapter you will need to demonstrate the following competencies. We’re aware that you may not have all the desired skills and experience and we’ll provide support and training for areas where you may need to gain further experience:

Knowledge and Experience:

- Equivalent work experience in the media, marketing or creative sectors [E]
- Experience of managing social media platforms on behalf of an organisation or brand [E]
- Experience of creating engaging and compelling content in a variety of formats [E]
- Experience of managing and uploading content to websites using CMS such as Craft and Umbraco [D]
- Experience using a ticketing CRM such as Spektrix [D]
- Knowledge of how to manage an email database, sending targeted emails through audience segmentation [D]
- Knowledge of trends in digital media [E]
- Digital fluency on a variety of platforms, with the ability to learn about new platforms quickly [E]
- Understanding of and /or interest in the creative landscape in Wales [D]
- Knowledge of analytics and how to use data meaningfully to inform future strategy [D]
- Broad understanding of how digital marketing can help achieve ticket sales, fundraising targets and membership applications [E]
- Understanding of data protection and child protection guidelines [D]

Skills:

- Welsh communicator [D]
- Excellent interpersonal skills [E]
- Excellent communication skills [E]
- Strong project co-ordination skills [E]
- Copywriting experience [D]
- Content creation and editing skills [D]

Behavioural Competencies:

- Empathy with Chapter’s mission, vision and values.
- Positive attitude and a solution focused approach.
- Ability to work on own initiative.
- Ability to work flexibly and cooperatively.
- Focussed on achieving results and applying specialist knowledge and information.
ABOUT THE BENEFITS

Chapter is a flexible and friendly employer, offering hybrid working and flexible hours.

Staff benefits include:

- 5.6 weeks of holiday per annum, including bank holidays, pro rata for part-time positions.
- Chapter operates a contributory pension scheme to which you will be auto-enrolled [subject to the conditions of the scheme]. The scheme enables you to save for your retirement using your own money, together with tax relief and contributions from the company.
- 20% off food and drink in the café bar.
- Enhanced Maternity and Adoption Pay, after a year’s service.
- Welsh at Work scheme.
- Two free cinema tickets a month.
- Access to an Employee Assist Programme.
- Complimentary tea/coffee in our office space.
- Complimentary lunch when working in the building.
- Support for continuous development.
- Eye Care for DSE.
- Secure bike racks.
- Staff parking.
- Staff socials.