



worthing theatres and museum

# CONTENT OFFICER

Job Description and Information Pack



Worthing Theatres and Museum is a unique arts and heritage charity with a large portfolio of distinct venues; WTM Museum and Gallery (footfall 50k per annum), Connaught Theatre (520 seats), Connaught Studio (164 seats), Pavilion Theatre (750 seats), Pavilion Atrium (creative space with option for 200 seats) and Assembly Hall (950 seats), all positioned within the heart of the borough town of Worthing in West Sussex.

WTM offers an inspiring and supportive workplace that promotes unity and diversity providing an environment where differences and what we have in common are celebrated. We engage with responsible and respectful working practices and empower our team to shape and deliver WTM's key objectives with integrity. WTM opposes all forms of discrimination.



Worthing Theatres and Museum is an ambitious organisation that presents a vibrant, diverse and entertaining programme of performances, (theatre, contemporary circus, dance, comedy, music, family theatre, talks) events, film, exhibitions and workshops. We manage a museum collection of national significance (costume, archaeology, fine art, toys), present an annual outdoor summer festival and collaborate with leading UK producing and touring companies. We engage with our local communities through a range of projects, partnerships and venue hires, using art and culture to create opportunities for the benefit of the wider community. WTM engaged with 400,000 people per year pre-pandemic.

Our annual turnover is approximately £5.8 million, pre-pandemic. WTM receives an annual service payment from Worthing Borough Council for management and development of its cultural assets. Additional income is earned through ticket sales fundraising and other revenue streams which include a significant contribution from our trading activities through our wholly owned trading subsidiary.



**Vision:**

Our Vision is a community in which everyone's lives are enriched through vibrant, exceptional arts and heritage.

**Mission:**

Our mission is to enable everyone to access arts and heritage by:

- Delivering a rich and diverse year-round programme of cultural activity
- Creating shared experiences that inspire, challenge, educate and entertain
- Reaching out into communities, providing accessible pathways to experience creativity
- Developing opportunities and partnerships with artists and companies
- Championing inclusion, supporting the creation and presentation of work that celebrates diversity
- Creating aspirational opportunities for young people within the cultural industries

### Values:

In everything we do we will:

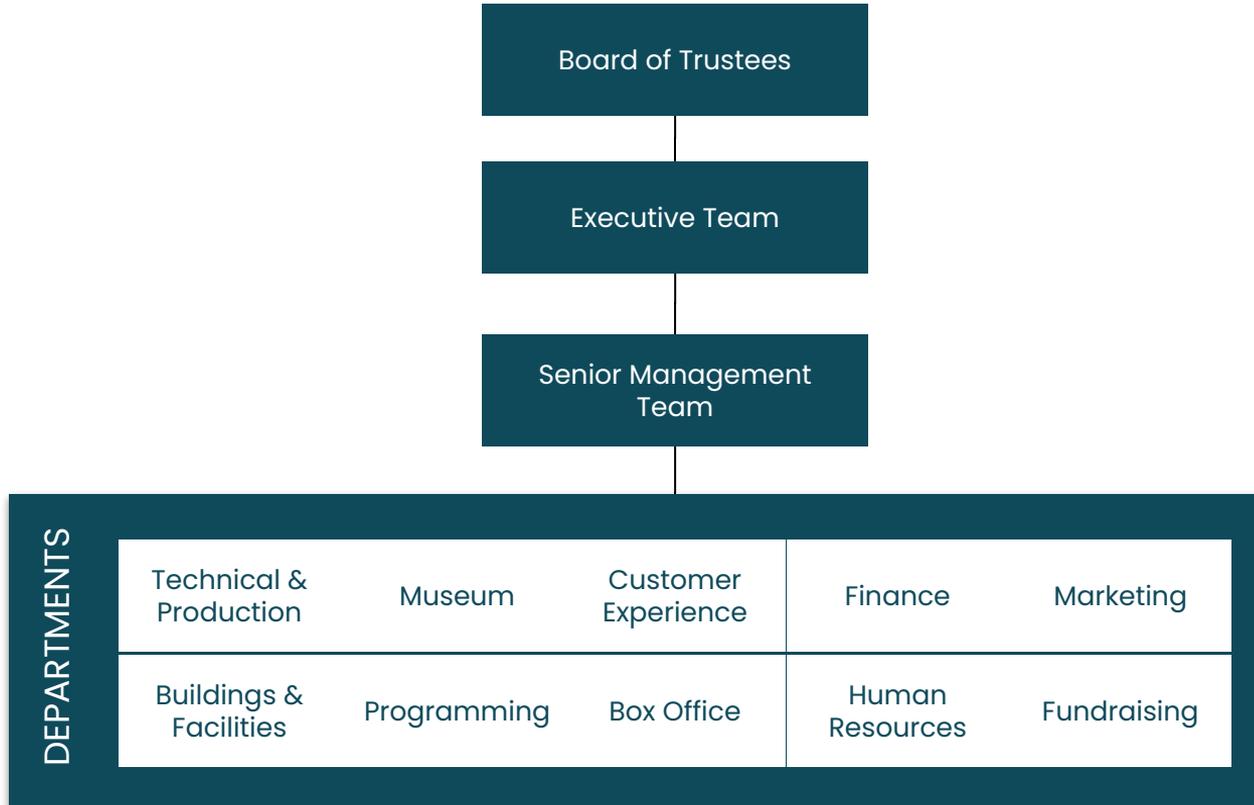
- Promote excellence
- Listen and respond to our community and the sector
- Commit to inclusivity across all aspects of the organisation
- Support and enhance the wellbeing of everyone we interact with
- Nurture a culture of collaboration, respect and integrity
- Take responsibility for our environmental impact

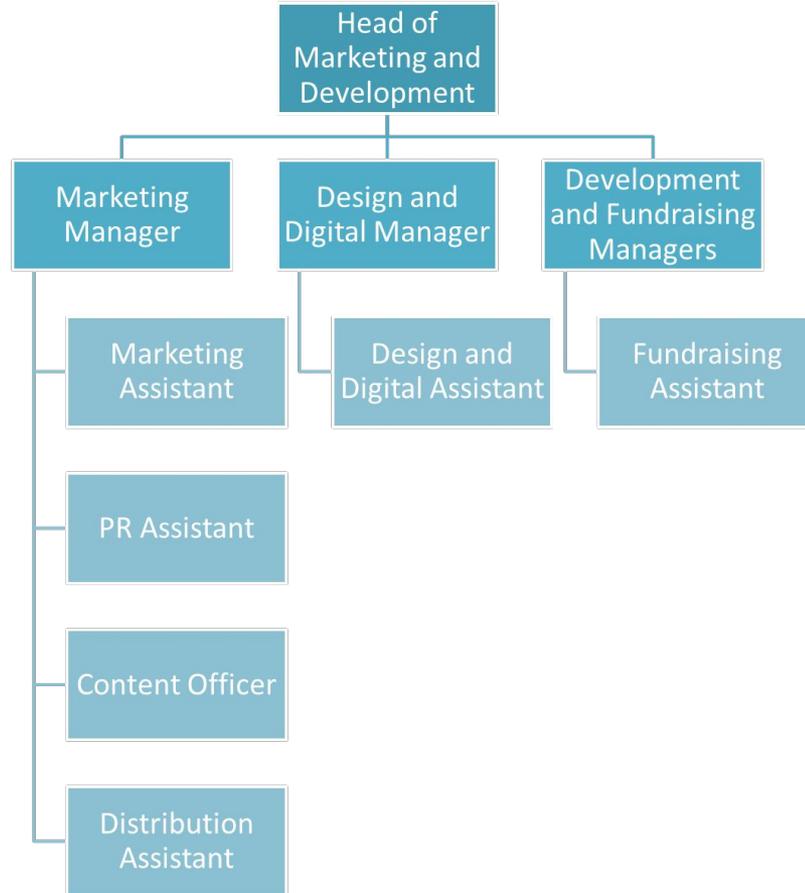


The charity has ambitious plans for the large portfolio of venues with three large scale capital projects over the next ten years, starting with a £4 million redevelopment of the museum, taking the building back to its original open plan architecture and enabling the display of 30% of the collections (currently just 5%).

This will be followed by the build of three additional cinema screens physically attached to the Connaught Theatre and lastly the redevelopment of the Pavilion Theatre to increase the wing space (which will allow large scale musicals) and add a balcony and raked seating giving every audience member a clear view of the stage.







WTM offers a range of benefits to its employees including:

- Workplace pension
- Occupational sick pay (after completion of probation period)
- Help with the cost of eye tests
- Help with the cost of flu jabs
- Life and Progress Employee Assistance Programme where employees can access various services including counselling and legal advice
- Wider Wallet discount and benefits platform
- Staff ticket offers on WTM shows, cinema and events

Life & Progress





<b>Salary</b>	From £17,593 to £18,670 per annum (depending on experience)
<b>Hours</b>	part time, permanent, 32 hours per week
<b>Holiday</b>	20 days per annum, pro rata, plus 8 standard bank holidays per annum, pro rata
<b>Probation</b>	6 months
<b>Notice period</b>	One month
<b>Closing Date</b>	Sunday 26th June 2022
<b>Interview Date</b>	Monday 4th July 2022
<b>Place of Work</b>	Pavilion Theatre, Marine Parade, Worthing, BN11 3PX
<b>Reports To</b>	Marketing Manager
<b>Line Manager Responsibility</b>	none

## Principal purpose of job (role summary)

The successful candidate will demonstrate transferable skills in delivering digital and engaging content with a creative eye. They will be a highly organised and motivated individual who enjoys working collaboratively and is committed to staying ahead of the digital curve.

This role is an opportunity for the successful candidate to grow their skills in content creation and video production, they will support the marketing team by creating and delivering regular content (video, images, graphics, audio and text) that can be used across web, digital and social media channels to promote all aspects of WTM's work.

The postholder will deliver regular and ad-hoc content to meet the needs of the business and will work with the design team to ensure tone and content are in line with the brand.

This is a hands on role that will suit a candidate who thrives on regularly being out-and-about talking to artists, customers and the general public to capture fresh content.

## Main Duties, Tasks and Responsibilities

- Gather and produce content to promote WTM, utilising in house cinema trailers, our Youtube channel, website and social media. Produce content in a variety of formats including, videos, live streaming, blogs, podcasts and images.
- Secure interviews and short form videos with performers on site, on the night to be live streamed, shared and added to stories in real time, liaising with management and performers to create memorable moments.
- Regularly attend programmed events to capture content and travel to off-site locations to meet and film programmed artists and companies.
- Liaise with colleagues to identify internal stories and opportunities for creating rich multimedia content.
- Work through all stages of multimedia production from planning to delivery including content capture and artist and company liaison (securing permissions, rights and licenses, risk assessments) and editing.
- Lead on content set ups (equipment for interviews, vox pops and other scheduled filming events) ensuring the effective and efficient setup and breakdown of recording equipment before and after use.
- Confidently direct content participants for filming and vox pops, offer prompts and instruction to capture specific action in order to create quality content
- Ensure that multimedia content is accessible – including subtitles and captions/audio description.
- Ensure content creation is delivered in an efficient manner and in line with brand guidelines, keeping to schedule.
- Provide storyboard, scripting templates and voiceover requirements to the Marketing Manager and Head of Marketing and Development to review ahead of larger content projects.
- Always have ready to use content on hand as outlined in the annual content calendar.

- Chase all contracted companies and artists and collate video and digital content, updating the marketing team on assets received as required. Update spreadsheet of all content provided and ready for use.
- Keep an inventory of all filming equipment and ensure it is stored safely and securely after use.
- Assist the Marketing Manager in planning the annual calendar of content and work with the Marketing Manager to maximise the impact and quality of content on the WTM YouTube channel and all other social platforms, finding innovative ways to elevate the content.

## General Duties of all WTM Staff

- Undertake all duties in accordance with WTM policies, in particular those relating to Customer Care and Equal Opportunities.
- Undertake such other duties as may reasonably be allocated to the postholder, which may involve providing assistance in any section of the department as may be required from time to time.
- Undertake any duties regarding health, safety and welfare at work, civil contingencies and business continuity which may reasonably be allocated to the postholder as a result of legislation, codes of practice or WTM policies.
- Promote the service and WTM positively at all times.

The post holder will be required to undertake such other duties as may be required within the grade and competence of the postholder. Therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.

*Please note duties will be set out in this job description but please note that WTM reserves the right to update the job description, from time to time, to reflect changes in, or to, the role. The post holder will be consulted about any proposed changes. Significant permanent changes in duties and responsibilities will require agreed revisions to be made to this job description.*

## Essential Experience, Skills and Knowledge

- Experience with audio-visual technology: recording, editing and distribution.
- Ability to work evenings, weekends and a flexible schedule in order to meet the demands of content capture for live events, exhibitions, development events and cultivation.
- Experience in image manipulation, using Adobe Photoshop or similar.
- Experience of producing content for social media
- Good communication skills and confident in approaching members of the public, performers, artists and companies to secure the best possible content.
- Ability to work under pressure and deliver to deadlines.
- Attention to detail with excellent organisational skills.
- A good team worker with the ability to develop and maintain good working relationships with colleagues, partners, and stakeholders.

- Proactive and customer-focused.
- An understanding of equalities and how to apply this within a work environment thinking about both customers and colleagues.

## Desirable Experience, Skills and Knowledge

- Working knowledge of SEO for content optimisation.
- A good professional knowledge of social media platforms
- Full Clean Driving License and access to own vehicle to support offsite filming (business usage and mileage is covered by WTM).
- Professional or Academic qualifications in Film Production, Media or similar.

## Recruitment Process

To apply visit our website below and fill out an application form on our recruitment portal Staffsavvy.

<https://wtm.uk/jobs>

We will email all unsuccessful applicants who have not been shortlisted. Due to the volume of applications we cannot always provide feedback to candidates but will always endeavour to do so.

All appointments are made subject to satisfactory references and proof of eligibility to work in the UK

## Equal Opportunities

Worthing Theatres & Museum is a registered charity and pursues a policy of equal opportunities. Worthing Theatres & Museum values diversity, promotes equality and challenges discrimination. We encourage and welcome applications from all backgrounds and all parts of the community.

All applications are judged on merit.

If you have any questions or require any support with the application process please get in touch with the HR team at [hradmin@wtm.uk](mailto:hradmin@wtm.uk).

