

Digital Marketing and Communications Officer

Applying for this post

To apply for this post you must submit a CV with cover letter and an Equalities Monitoring Form to jobs@dundeerep.co.uk. Data from your Equalities Monitoring Form will not be shared with the recruitment panel.

If you would like to request any adjustments to enable you to apply for this post or to fully participate in an interview, please contact jobs@dundeerep.co.uk.

The deadline for receipt of applications is Monday 3 March at midday.

Interviews will be held at Dundee Rep Theatre week commencing 10 March 2025.

Guidance

Please refer to our websites, www.dundeerep.co.uk and www.scottishdancetheatre.com, to find out more about us.

Please read the job description carefully before applying to ensure you meet all the essential criteria and can provide evidence in your application to support these areas. Only relevant information will be considered when shortlisting candidates.

Your application will be retained securely for three months before being destroyed if you are unsuccessful. Your application will be retained for up to 12 months if you are successful.

Job Purpose

Dundee Rep and Scottish Dance Theatre are looking for a strong visual storyteller, with creative flair and a passion for digital marketing.

The Digital Officer is a critical role within our Marketing and Communications team and will be responsible for managing Dundee Rep and Scottish Dance Theatre's social media and web channels, engaging with new and existing audiences, driving ticket sales and increasing audience engagement and reach.

The Digital Officer is part of the Marketing and Communications Team, reporting into the Marketing and Communications Manager.

Main Duties and Responsibilities

To lead on the delivery of a portfolio of digital marketing and communication activities. This will include projects created by Dundee Rep Theatre, Scottish Dance Theatre, Engage and Visiting Companies.

Main Duties include:

- Developing creative, dynamic and informative digital content that engages with our target audiences.
- Continuously develop our online presence, engagement and reach.
- Lead on the creation, development and implementation of a digital marketing strategy.
- Planning and delivering all digital content including looking after the day-to-day running of the social media channels including but not limited to Instagram, LinkedIn, Facebook, Vimeo, , TikTok and YouTube.
- Continually monitor the digital environment for new concepts and ideas.
- Actively engaging in the creative activities of the Organisation in order to effectively design and implement innovative and effective digital resources.
- Overseeing and growing our digital channels local, national and international reach, increasing engagement and driving traffic to our website.
- Support the Marketing and Communications team in all campaign-led digital activity.
- Support the Marketing and Communications team with all internal and external communication channels.
- Creating strong and innovative digital plans and resources on time and budget.
- Work with Marketing and Communications team to respond to online customer queries, replying to direct messages across our social media channels, including company-wide reviews, venues reviews and restaurant reviews on platforms such as Facebook, Google, and TripAdvisor.

Analysis

- Identify and embrace digital media trends and emerging platforms in order to find new and better ways of measuring digital activity and maximising audience engagement and reach.
- Monitor, track, and analyse data and report on performance on social media and web platforms.
- Identify and measure experiments and conversion tests to optimise spend and performance based on data insights.
- Utilise strong analytical ability to evaluate end-to-end customer experience across our digital channels advising on future campaigns.
- Support and monitor effectiveness of online advertising campaigns, Meta Google Ad Words, SEO and PPC advertising in accordance with departmental plans and priorities.
- Build relationships with key supporters, ambassadors and social influencers to grow our audiences.

Website

- Use our social, web and digital platforms to increase current revenue streams.
- Management and maintenance to ensure website is relevant and up to date whilst maximising opportunities for audience engagement.
- Full use of CRM system (Spektrix) including storing customer information, maintaining customer lists, inputting show information, pulling analytical reports and setting up automated sales reports.

Any other duties

- Adhere to and implement the guidelines, procedures and policies of the Organisation as detailed in the staff policies.
- Play a role in the life of the Organisation and work across departments to develop a positive and engaged organisational culture.
- Be aware of, and comply with, rules and legislation pertaining to Health and Safety at work and abide by the procedures set in place.
- All staff are expected to demonstrate an understanding of, and adherence to, the Organisation's safeguarding policy, including a duty to report any issues of concern.

The duties and responsibilities set out are not exhaustive. The post-holder may be required to undertake other duties and responsibilities which are appropriate with the level of the role.

Person Specification

Essential

1. Portfolio of digital arts marketing that has had significant impact/exposure.
2. An interest for digital and social media trends and updates.
3. A strong creative copywriter.
4. Passion for the arts.
5. Digital marketing campaign management across all platforms.
6. Experience of using website content management systems.
7. Demonstrable creative approach to developing, implementing and evaluating digital media activities.
8. Ability to use Adobe Photoshop, InDesign and Adobe software.
9. Demonstrable experience of using social media in a professional and/or promotional capacity.
10. Understanding of digital marketing, SEO best practice, social media and web analytics.
11. Experience of website editing and content management.
12. Experience of working with large consumer databases.
13. Proven experience in project management and delivery.
14. Good inter-personal and communication skills.
15. Experience of planning and delivering projects on time and on budget.
16. The ability to manage competing demands, prioritising and re-prioritising consistently.
17. Proven ability to create digital resources.
18. Ability to create project briefs and brief departments/agencies.

Desirable

If we need to choose between candidates who meet the essential criteria, we may take the below factors into account.

1. Experience of working internationally or with international partners

Terms and Conditions

Digital Marketing and Communications Officer

Pay

The salary for this post is £24,000 - £27,000 per annum.

Hours

37.5 hours per week, Monday to Friday 09:00 – 17:30 (although times can be flexible to suit candidate's needs if fitting with business requirements).

Some evening and weekend work will be required. You will not be paid for any overtime but will receive TOIL if agreed with the Head of Marketing and Communications in advance.

Holidays

24 days per year plus five public holidays, rising with service. The holiday year runs from 1 April to 31 March each year.

Notice Period

The notice period will be two months.

Location of work

Your main place of work will be Dundee Rep and Scottish Dance Theatre Limited. You may be asked to work temporarily in other locations in the UK. Hybrid working is available.

Other benefits

- Contributory staff pension
- Hybrid/Flexible Working

Non-contractual benefits

- Staff tickets to ensemble shows.
- Staff discount in Rep Restaurant.
- Cycle to work scheme

Dundee Rep and Scottish Dance Theatre Ltd is a Real Living Wage Accredited Employer who strives to be an equal opportunities employer and is supported by Creative Scotland and Dundee City Council.

Equal Opportunities

Dundee Rep and Scottish Dance Theatre Limited is committed to promoting equality and opportunity in its employment practices. In particular, the Organisation aims to ensure that no potential or actual employee receives more or less favourable treatment on the grounds of race, colour, ethnic or national origins, marital or civil partner status, sex, sexual orientation, gender reassignment, age, disability or religious beliefs.

Guaranteed Interview Scheme

Dundee Rep and Scottish Dance Theatre Limited are committed to employing a diverse workforce. And positively welcome applications from candidates who have a disability.

A person with a disability or long-term health condition who indicates on their application email that they wish to participate in the Guaranteed Interview Scheme will be guaranteed an interview if they meet the essential criteria outlined within the person specification during the shortlisting process.

Safeguarding

Dundee Rep and Scottish Dance Theatre Limited is committed to safeguarding and operates an environment where all staff are expected to report any concerns about vulnerable people or about the behaviour or practice of colleagues and other people they encounter.

Offers

Any job offer we make is subject to:

- Receipt of two satisfactory references.
- Proof of eligibility to work in the UK.