



## Job Summary

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### Senior Social Media & Content Manager

<b>Responsible to:</b>	Director of Marketing & Audiences
<b>Salary:</b>	£40,000 per annum
<b>Contract:</b>	Permanent
<b>Hours:</b>	35 hours per week (generally 10am to 6pm Monday to Friday). Occasional evening and weekend work will be required.
<b>Holiday:</b>	25 days per annum pro rata, rising by one day per full financial year served to a maximum of 30 days.
<b>Probation Period:</b>	Three months
<b>Notice Period:</b>	Three months
<b>Benefits include:</b>	Contributory Pension Scheme; Season Ticket Loan Scheme; Training and development opportunities

#### Key Objectives of the role

- Shape and deliver the Young Vic's social media strategy to promote the full scope of the programme and bring the Young Vic's brand and tone of voice to life for our online audiences.
- Lead the Young Vic's approach to digital storytelling and video content, finding innovative ways to engage new audiences in our programming and bring them closer to the artistic visions and processes behind our work.
- Cultivate digital partnerships that will bring the Young Vic to new audiences.



## About the Young Vic

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### Our Values

Our values guide how we work: with artists, with audiences, with our communities and with each other. We use them to sense-check ourselves, guide our choices and hold ourselves to account. By living these values we uphold the spirit of the Young Vic.

#### Choose mischief

**What we believe**

Disruptive ideas move culture forward

**How we act**

We dare to take risks

We create space to play

We challenge the expected

**What this feels like**

Audacious

#### Care fiercely

**What we believe**

Great work comes from accountability and respect for people and craft

**How we act**

We give our best

We look after each other

We foster resilience and safety

**What this feels like**

Authentic

#### Bring the world in

**What we believe**

The spirit of London is global and open

**How we act**

We welcome everyone

We champion our communities

We platform diverse voices

**What this feels like**

Outward-looking

#### Never settle

**What we believe**

Curiosity keeps us moving forward

**How we act**

We ask questions with an open mind

We bring new ideas to the table

We experiment and go again

**What this feels like**

Evolving



## **About the Young Vic**

### **Our Equity, Diversity and Inclusion Commitment**

The Young Vic is committed to being an inclusive and diverse organisation, representing the community around us and being open to all.

Our leadership team and staff share a joint commitment to prioritising the wellbeing of everyone engaging with the Young Vic. We are working together to create a culture of care and respect for all, and we commit to holding each other accountable for building and maintaining this culture.

### **Our Anti-Racism Commitment**

Our leadership team and staff share a joint commitment to prioritising the wellbeing of Black people and people in the Global Majority at the Young Vic. We are working together to create a culture of care for all, but especially those with lived experience of racism, and we commit to holding each other accountable for building and maintaining this culture. We believe that making the Young Vic an anti-racist organisation, and a place where racism is not tolerated, makes the culture better for everyone.



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#### Key Duties

#### Social Media

- Develop, implement and evaluate the Young Vic's social media strategy.
- Manage the Young Vic's social media channels, including scheduling posts, writing inventive and engaging copy, and being responsible for community management.
- Responsible for proofing and publishing all social media posts, ensuring that they adhere to Young Vic guidelines.
- Work closely with the Director of Marketing and Audiences to manage budgets for campaign activity including video production and influencer partnerships and events.
- Create and manage organic social media campaigns for Young Vic programming and fundraising initiatives – from ideation and strategy through to implementation and evaluation - working closely with the Senior Marketing Manager to ensure they are in line with the wider marketing campaign.
- With the Safeguarding Lead, lead on safeguarding for Young Vic social channels, including championing the Young Vic's social media community guidelines, communicating processes for reporting online hate speech, and monitoring and reporting posts.
- Work with the Senior Producer, Box Office Manager and other relevant departments on reactive social media enquiries.
- Work with the Head of Press and Communications during times of reputational risk or crisis to deliver emergency communications plans.
- Work with the Director of Marketing and Audiences to use social tone of voice and content to bring the Young Vic values to life and bring our brand to new audiences.
- Report on social media analytics, providing analysis on the effectiveness of social campaigns and content.
- Report on new platform and influencer trends and evolving social opportunities to explore.



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#### Digital Content

- Ideate and project manage the delivery of video content for Young Vic campaigns, including promotional trailers, trailers using show footage, interviews, and behind-the-scenes videos.
- Manage a busy pipeline of social media content - creating content yourself, and working with a network of creators, agencies, and freelancers to keep our content sector-leading.
- Oversee the editing and approval process on video content to ensure that all video content is produced to the highest standard, follows best practice for accessibility, and has been signed off by the relevant stakeholders
- Work with the Producing Team on identifying social media and content opportunities with show casts and companies and manage the production and release process with the company stage manager.
- Create reactive content, scanning for trending moments that can be adapted for the Young Vic's tone of voice as well as content opportunities in our building.
- Work closely with a wide range of stakeholders across the Young Vic on video content, including the Producing Team, Taking Part, Creators Program and Development teams.
- Work closely with the marketing team to ensure that relevant video content can be used effectively in digital advertising

#### Influencer and Partnerships Strategy

- Cultivate organic influencer relationships to regularly review Young Vic shows and promote the Young Vic.
- Commission and manage organic and paid partnership content, identifying individuals, brands or influencers who will bring the Young Vic to new audiences and creating content briefs.



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#### General

- To be an active and supportive member of the Young Vic staff team and to provide highest level of customer and audience care and service at all times.
- Attend and watch Young Vic performances and events, as required, including attending First Previews and Press Nights for every show.
- Represent the Marketing and Audiences Department on relevant internal Working Groups and Panels.
- Actively support the Young Vic's goal to become an anti-racist organisation, including applying anti-racist practice to press, marketing and communications work, and help ensure an inclusive and safe environment is created both for internal colleagues, project freelancers and journalists who are Black or from the Global Majority
- To ensure any personal data handling complies with the UK Data Protection Act (2018), especially in the use of social media.
- To uphold and embody the Young Vic's company policies, including but not limited to our Equality, Diversity and Inclusion policy, Dignity at Work policy and Health and Safety policy



## Person Specification

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### Senior Social Media and Content Manager

#### Essential

- A strategic, pro-active and creative approach to social media and digital content
- Sound knowledge and experience of managing social platforms
- Experience of working in an arts marketing department or marketing agency
- Experience briefing and booking freelance creatives, and producing video content
- Good working knowledge of videography and video editing
- Experience managing social media campaigns and successfully driving reach and engagement online
- Proven copywriting and editorial skills
- Experience using social media planning and publishing software, including Meta Business Suite
- Knowledge of digital accessibility standards and a strong belief in inclusive content creation
- A confident communicator with excellent verbal and written communication skills.
- Excellent organisational and project management skills, and confidence in managing multiple priorities and stakeholders
- Impeccable accuracy and strong attention to detail
- A collaborative approach, with the ability to engage multiple levels of stakeholders.
- A pro-active self-starter who takes initiative and loves new challenges
- A passion for the work produced at the Young Vic, and its core mission
- Experience managing budgets

#### Desired

- Experience in using creative tools such as Adobe Creative Suite or equivalent platforms
- A deep interest in and knowledge of social media trends and tools
- Experience in working with different tiers of influencers and managing paid content partnerships