

JOB DESCRIPTION

JOB TITLE	Digital Communications & Content Officer
TYPE OF CONTRACT	Permanent, full-time
RESPONSIBLE TO	Communications Manager
COUNTERSIGNING MANAGER	N/A
GROSS ANNUAL SALARY	£24,000 - £26,000
HOURS OF WORK	35 hours per week; Monday to Friday (9.30am-5.30pm) plus occasional evening and weekend work as necessary
KEY WORKING RELATIONSHIPS	Communications Manager, Partnerships and External Relationships dept, Development dept, Drama School, Examinations dept, Director's Office, Aura Technology
INTERNAL	
EXTERNAL	Website Designers and developers, design agencies, film production companies, Spektrix, Dotmailer and other third-party suppliers
PROBATIONARY PERIOD	Your employment will be subject to a probationary period of 6 months
HOLIDAY ENTITLEMENT	28 days per year plus bank holidays (This is inclusive of any days when LAMDA may be closed i.e. towards Christmas closure)
PENSION	After 3 months of continuous service, you will be automatically enrolled into our qualifying workplace pension scheme with AVIVA. LAMDA will make an additional contribution in accordance with auto-enrolment regulations
BENEFITS	After six months of continuous service and on successful completion of the probationary period, you will become eligible for the following benefits:
(1) GROUP LIFE ASSURANCE	LAMDA offers a death in service benefit where the nominated beneficiary could receive approximately 4 x annual salary payment if death occurs whilst in service
(2) SEASON TICKET LOAN	LAMDA offers an interest free loan for the purchase of an annual season ticket

(3) CHILDCARE BENEFIT SCHEME	LAMDA offers childcare vouchers as part of a salary sacrifice scheme. This benefit will enable employees to make significant savings on their tax and national insurance contribution
(4) EMPLOYEE ASSISTANCE PROGRAMME	LAMDA offers an employee assistance programme (EAP) which is confidential and easy to access. This service is available to staff 24 hours a day, 7 days a week.

JOB PURPOSE

The Partnerships & External Relationship Department provides coherent and comprehensive relationship management across all key stakeholder groups, working externally and internally to create, develop and manage the strategy for service and product development and income generation across LAMDA to support growth in line with the strategic objectives, whilst ensuring that in year targets for recruitment to courses, examinations enrolments and sales of all other short courses and other products and services are met along with restricted income for Trusts and Foundations projects support and scholarship income.

Working as an integral member of this fast-moving customer and results focused team, the post-holder will support our digital presence through the creation of digital assets for our website and social media channels. This will include ideating, producing and commissioning innovative, creative and engaging digital content which can be utilised across all platforms. In addition, you will help LAMDA in targeting and engaging different audiences through the appropriate channels and keeping abreast and leading on the very latest trends and innovation.

This role is central to the evolution and delivery of LAMDA's vision, brand and strategy digitally

In time the post holder will be expected to work with LAMDA's Digital Content and Brand project (from 2021/22), within which there may be opportunity for career advancement for the right individual.

DUTIES AND RESPONSIBILITIES

Content creation

- Create or project manage the production of assets for website, social channels, email and digital campaigns
- Ideate, create or project manage the creation of innovative and engaging dynamic digital content including design, production and edit high-quality content across a variety of media types, including imagery, videos, graphics, GIFs, etc. for all relevant social and digital channels.
- Ensure all content is optimised across channels, with multi-use.
- Create digital signage and manage schedule for Planet LAMDA; LAMDA's internal e-signage platform.
- Track content performance and monitor the digital media landscape for inspiration and opportunities.
- Be the champion for our users, ensuring we provide an outstanding user experience and accessibility across all our digital properties.
- Ensure the safe and accessible storage and management of all digital assets including photos and videos.

Digital Communications

- Support the development and implementation of the digital media strategy.
- Support in creating strategic weekly/monthly content calendars.
- Assist with integrated digital campaigns/communications, under the guidance of the Communications Manager.
- Identify and/or prepare content for digital communications and social media.
- Implement and evaluate e-marketing, e-communications, digital campaigns, Google AdWords and PPC activity to support specific campaigns as directed by the Communications Manager.
- Prepare and maintain data for email marketing campaigns (segmentation, A/B testing etc), set dotmailers and recording and reporting on ROI and effectiveness.
- Manage the LAMDA YouTube and Vimeo channels and share responsibility with other members of the department for maintaining all other social media platforms. / Day to day management of LAMDA's social media platforms (YouTube, Vimeo, Facebook, Twitter and Instagram), under the guidance of the Communications Manager.

Website

- Oversee and maintain LAMDA's websites including AFLAMDA.org, ensuring regular website audits and competitor analysis are undertaken.
- Troubleshoot and resolve website issues, liaising with external web development agency if necessary.
- Deliver improvements to our digital experiences, including the generation of new ideas and features for our digital channels.
- Administer the Directory of Teachers on behalf of, and in collaboration with, the Examinations department.
- Monitor LAMDA's compliance with digital-related legal issues such as accessibility, copyright and data protection (GDPR).
- Acts as the first point of contact on issues concerning the website and digital platforms, balancing individual needs with those of the wider organisation.

SEO, Analytics and evaluation

- Produce and send regular cross-channel analytics reports.
- Manage LAMDA's SEO and long tail search (including key word gap analysis) strategies to drive online engagement to meet business objectives.
- Use a range of analytics but primarily google analytics to monitor effectiveness of LAMDA's website, social media platforms and digital channels, informing digital content and future development

E-Commerce

- Support the maintenance and development of LAMDA's ticketing platform (Spektrix) and ecommerce platform (Shopify) to aid the delivery of LAMDA's commercial strategy.

General

- Represent LAMDA at internal and external events as required.
- Undertake market research, data collection and analysis to inform future departmental work.
- Undertake additional duties as required as and when required by the organisation.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
SKILLS / ABILITIES	<ul style="list-style-type: none"> -Strong creative and innovative skills with an eye for visual composition -Excellent visual, written and oral communication skills -Excellent attention to detail -Ability to multitask, manage own time and work to deadlines -Ability to work with a wide range of internal and external colleagues and audiences 		Application / Interview
KNOWLEDGE	<ul style="list-style-type: none"> -Well-versed in social media and other digital platforms and channels -Excellent knowledge of camera equipment (camera, mics, lights) -Excellent knowledge of Adobe Premier Pro CC -Excellent knowledge of social media platforms, specifically YouTube and Vimeo -Good working knowledge of CMS, specifically Drupal -Good working knowledge of SEO, Google Analytics and PPC -Good working knowledge of email marketing platforms, specifically Dotmailer -Excellent knowledge of 	<ul style="list-style-type: none"> -Good working knowledge of Spektrix (or other marketing, ticketing and e-commerce software) -Good working knowledge of InDesign 	Application / Interview

	MS Word, Excel and Outlook -Good working knowledge of optimising the user journey for our online channels		
EXPERIENCE	-Previous experience in a web or digital role in a fast-paced office environment -Previous experience of the end-to-end process of video content creation (generating ideas, storyboarding, filming, lighting, audio, editing and delivery)	-Interest in the arts/education/creative sectors and careers in arts/education marketing	Application Interview /
QUALIFICATIONS	N/A		Certificates (if applicable)
QUALITIES	-Enthusiastic team worker -Conscientious and hardworking -Organised, pragmatic and responsive -Curious, creative and proactive		Application Interview /

This job description reflects the present requirements of the post and should not be seen as an exhaustive list of responsibilities. Duties and responsibilities may develop and change in consultation with line management.

The successful applicant will be required to go through a DBS 'Enhanced Disclosure' check. Expenses will be met by the Academy.

ABOUT LAMDA

LAMDA is a leader in performing arts training and strives for excellence in every facet of our organisation, and 2019 marks the beginning of a new chapter of growth. Following the completion of our new facilities in west London, the Academy will welcome Sarah Frankcom Director and is now fully registered as an independent HEP (Higher Education Provider). These changes are exciting and critical to the long-term sustainability of LAMDA, bringing with them our ambitions to be an even more accessible LAMDA, representing people from all corners of the UK and beyond in recruiting and training the most creative and innovative theatre makers.

Founded in 1861, LAMDA (London Academy of Music & Dramatic Art) is a world-leading conservatoire offering exceptional vocational training to actors, stage managers, technicians and directors. In addition to six validated degree programmes, LAMDA offers a Foundation Diploma and a number of validated semester and summer short courses.

In July 2018, LAMDA joined the register of Higher Education Providers, a key step towards achieving degree awarding powers. From 2019-20 LAMDA will operate independently from the Conservatoire of Dance and Drama, receiving funding directly from the Office for Students.

The work of the Academy is complemented by that of LAMDA Examinations, through which LAMDA offers a drama and communications-based syllabus leading to accredited and non-accredited awards in the UK and overseas. In 2017 - 18 108,190 people in 33 countries took a LAMDA Examination.

In 2017, LAMDA moved into its new £28.2m centre for world-leading drama training. LAMDA's new home features ten large training and rehearsal studios, three theatres - the 200 seat Sainsbury Theatre, 120-seat the Carne Studio Theatre and the Linbury Studio, and a fully equipped digital and audio suite. In January 2018, LAMDA alumni Benedict Cumberbatch was appointed the Academy's President, and in February 2019, Sarah Frankcom was appointed LAMDA's new Director

LAMDA Alumni include Nikki Amuka-Bird, Patricia Hodge, Janet Suzman, Chiwetel Ejiofor, Jeremy Irvine, Rory Kinnear, Harriet Walter, Rose Leslie, Paterson Joseph, David Oyelowo, Katherine Parkinson, Toby Stephens, David Suchet, Sam Claflin, Leah Harvey, and Ruth Wilson, among many others.