



Job title: Head of Digital

Department: Resident Services
Service: Theatre Royal and Royal Concert Hall (TRCH)
Location: Theatre Royal & Royal Concert Hall
Grade: H
Post reference number: CO1853

1 Job purpose
To manage the Digital team and Theatre Royal & Royal Concert Hall's digital platforms, website, and social media channels to strive for maximum reach and accessibility at a digital brand level.

2 Principal duties and responsibilities

1. Manage the weekly workflow within the Digital team supporting and delegating relevant tasks to the Digital Officer, CRM and Digital Officer and Digital Assistant.
2. Manage the online sales announcement process of our events across our website, email announcements and social media accounts.
3. Regularly review and maintain the effectiveness and performance of the company's website including identifying development and maintenance needs and sourcing appropriate agencies or freelancers to fulfil these needs.
4. Oversee the company's social media content plan, managing the digital team to ensure that content provided by promoters and internal staff members is effectively planned and scheduled across relevant social media channels.
5. Monitor and manage the response process of audience feedback from our social media channels.
6. Establish and maintain excellent relationships with external providers and internal staff
7. Monitor and report in order to increase SEO and reach for our website, utilising digital data platforms available such as Google Analytics/Console etc.
8. Lead on the Theatre Royal & Royal Concert Hall's digital strategy
9. Work alongside the Director of Marketing and Communications on the Theatre Royal & Royal Concert Hall's overarching marketing, audience development plans, market research and consultation activities.

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10. Ensure the company's website and social media channels where possible adhere to best practice of Web Content Accessibility Guidelines (WCAG) 2
 11. Keep abreast of industry developments, assessing and reporting on digital marketing opportunities appropriate to the venue.
 12. Oversee and support the CRM and Digital Officer ensuring integration between the companies CRM ticketing system and website is fully utilised.

3 All staff are expected to maintain high standards of customer care in the context of the City council's Core Values, to uphold the Equality and Diversity Policy and health and safety standards and to participate in training activities necessary to their post.

4 This is not a complete statement of all duties and responsibilities of this post. The post holder may be required to carry out any other duties as directed by a supervising officer, the responsibility level of any other duties should not exceed those outlined above.

5 Numbers and grades of any staff supervised by the post holder:

1 x Digital Officer
1 x CRM and Digital Officer
1 x Digital Assistant

6 Post holder's immediate supervisor: Director of Marketing and Communications

Prepared by/author: Dan Baxter **Date:** July 2022

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Job title: Head of Digital

Department: Communities

Service: Sport & Culture – Theatre Royal & Royal Concert Hall

Grade:

Post reference number:

Areas of responsibility	Requirements	Measurement				
		P	A	T	I	D
Digital Marketing Experience	An enthusiasm for digital marketing and a deep knowledge of a range of digital communications tools		✓	✓	✓	
	Experience of using and managing content management systems.		✓		✓	
	Outstanding project and budget management experience.		✓	✓		
	Project managing, developing and understanding website(s) structures, hostings, databases CSS and HTML.		✓		✓	
	A broad knowledge of emerging and established social media channels.		✓			
	Experience of social media planning and listening tools, Hootsuite or Sprout for example.		✓		✓	
	Experience of using Digital analytics tools, i.e Google Analytics/Console or Hotjar etc, to understand trends and inform strategic direction		✓	✓	✓	
	Experience of best Search Engine Optimisation practices		✓		✓	
	Experience of working with external agencies or freelancers		✓	✓	✓	
Performance	Significant experience of effectively managing the performance of individuals and teams through effective performance management systems.		✓			
	The ability to lead a team to plan, implement and deliver a fluctuating weekly workload across the team.				✓	
	Experience of stakeholder management					

					✓	
Information Technology	<p>Ability to use Microsoft Office packages such as Word, Excel, Outlook and Powerpoint</p> <p>An awareness of industry relevant programming languages PHP, WordPress templates, MySql, Javascript, Html, CSS</p> <p>An awareness of Web Content Accessibility Guidelines (WCAG) 2 principles</p>		✓		✓	
General Communication	Experience of using good written and oral communication skills effectively with a diverse range of contacts at all levels both internally and externally.		✓		✓	
Systems and database management	<p>Experience of using and utilising databases, i.e CRM systems to effectively and efficiently drive the decisions</p> <p>Data analysis and evaluation skills</p>		✓		✓	
Work to promote mutual respect and good relations	<p>Sensitivity to a diverse range of patrons/visitors and evidence of responding to their different needs</p> <p>Provide a quality service to a diverse range of patrons/visitors whilst promoting positive relationships and equality</p>				✓	
Work Related Circumstances	<p>Work flexible hours including evenings and weekends with reasonable notice</p> <p>An interest in the Arts, theatre, music or dance etc</p> <p>Willingness to comply with the City Council's non-smoking policy.</p>		✓		✓	

P: Pre-application **A:** Application **T:** Test **I:** Interview **D:** Documentary evidence

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