

Digital Communications Assistant

Department	Sales and Marketing
Reporting to	Brand and Digital Manager
Hours	37.5 hours per week (hours are worked to meet the requirements of the role and some evening and weekend work will be required)
Duration	This is a Fixed Term Contract lasting until 31st March 2027.

Main Purpose of the Role

- To support the Sales and Marketing team with the delivery of digital, marketing, social media, website and communications activity across Norwich Theatre, its shows, events, commercial activity, Creative Engagement, Learning, Development and wider organisational priorities.

Key Responsibilities

Digital and Social Media

- Draft, schedule and publish social media content across Norwich Theatre's active digital channels.
- Support the delivery of social media activity for shows, events, campaigns, commercial activity and organisational priorities.
- Monitor social media inboxes, comments and messages, escalating customer service queries where needed.
- Support community management by engaging with relevant artists, producers, partners, stakeholders and audience accounts.
- Help maintain a consistent audience-facing tone of voice across social media and digital channels.
- Upload, format and update website content including blogs, news stories, campaign content, job vacancies and key organisational pages.
- Support the maintenance and improvement of key website areas, including Your Visit, schools, commercial, access and Development pages.
- Assist the Brand and Digital Manager with website development tasks, content checking, testing and implementation of agreed updates.

Content Planning and Asset Management

- Help maintain a shared content calendar across social media, website, email, press and campaign activity.
- Build and maintain a clear tracker or database of available show content, including video, photography, copy, press assets and social content.
- Support the Digital and Content Officer by organising files, preparing content for publication and helping track editing and asset requirements.
- Assist with content planning for major campaigns, including pantomime, family shows, commercial activity, Creative Engagement, Learning and Development.
- Coordinate with internal teams to gather content requirements in good time and help ensure requests are clear, realistic and prioritised.
- Support the use of freelance photography, videography and editing by helping with briefs, scheduling, asset delivery, file organisation and follow-up.

Communications

- Provide administrative support to the Senior Communications Manager
- Support press night administration, including guest lists, invitations, schedules, media assets and follow-up where needed.
- Assist with sending press releases, uploading media assets and maintaining press and partner contact information.
- Support the coordination of communications activity across shows, announcements, events and organisational moments.
- Liaise with visiting companies and PR agencies to help gather assets, confirm timings and support joined-up digital and communications plans.
- Support proofreading and copy checks for blogs, web content, press materials, social posts and internal documents where required.
- Support in the writing and creation of web content, including blogs, opinion pieces and content for use on social channels.
- Research and generate content for the News section of the website and help with the distribution of press releases, feature articles, v-/blogs, podcasts, videos etc
- Assist at press nights and at other promotional or community events to gather content (ie interviews, vox pops) as and when required

Research and analysis

- Support social media reporting, including identifying strong-performing content and useful engagement trends.
- Collect and distribute results of digital campaigns, including press mentions, Google Analytics and statistical information for website, social media and other digital activities
- Collect and distribute bespoke findings from specific requests as necessary

Organisational Wide Responsibilities

- To demonstrate and promote our core values of Creativity, Impactfulness, Honesty, Kindness, Inclusivity and Bravery
- To seek to advance Norwich Theatre's vision "To make all of our Creative Experiences have wide reaching positive impact."
- To ensure you are always an ambassador for Norwich Theatre's mission: "To provide creative experiences, rooted in the art of Performance and secure in our sense of Place, which generate positive impact for all People and inspire Prosperity in all its forms."
- To comply with all Norwich Theatre policies including Safeguarding, Equal Opportunities, Health and Safety, IT, Data Security and Protection
- To undergo any training necessary to fulfil the duties of this role and to develop its contribution to the organisation

PERSON SPECIFICATION

	Essential	Desirable
Experience & Knowledge	• Good understanding of social media platforms • Experience of drafting or scheduling social media content in a professional, organisational, voluntary or campaign setting. • Experience of using website content management systems, social media scheduling tools, content calendars or similar digital platforms.	• Experience of CMS & CRM systems • Knowledge of web analytics (ie Google Analytics) & audience insights from social media • Experience of Adobe Creative Cloud packages such as Photoshop & InDesign • Experience of using video and editing software, ie Audacity, Premiere
Attributes	• Enthusiastic, dynamic and motivated, with a desire to learn and develop • Flexible & able to work in fast paced environments • Good team player	• Passion for theatre & arts • Avid user of social media • Interest in engaging with wider audiences and make the arts more accessible
Skills	• Strong writing skills • Good organisational skills and attention to detail • Good IT skills • Good proofreading skills and a careful approach to accuracy.	• Experience producing reports or pulling together digital performance results. • Experience maintaining content trackers, asset libraries or shared planning documents.
Qualifications		• BA or MA in Digital Marketing or similar Qualifications • Design / Video Editing Qualifications

This description is not exhaustive & may change to meet the needs of the business as the strategic vision for the department & organisation evolves. The post holder may be required to perform duties outside of this as operationally required, but within reasonable scope of this role at the request of the relevant manager or director.