DIGITAL MEDIA ASSISTANT

PART TIME FIXED TERM CONTRACT

INFORMATION PACK

April 2022
DIGITAL MEDIA ASSISTANT

JOB DETAILS

<table>
<thead>
<tr>
<th>Contract</th>
<th>Part time fixed term (up to 31 March 2023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary</td>
<td>£11.00 per hour (equivalent to a fulltime annual salary of £21,450)</td>
</tr>
<tr>
<td>Hours of Work</td>
<td>15 hours per week</td>
</tr>
<tr>
<td>Annual Leave Entitlement</td>
<td>Depends on start date (equivalent to full time entitlement of 29 days per year inclusive of public holidays)</td>
</tr>
<tr>
<td>Responsible to</td>
<td>Creative Director</td>
</tr>
<tr>
<td>Location</td>
<td>Scotland based, hybrid working arrangements</td>
</tr>
</tbody>
</table>

THE ROLE

Scottish Youth Theatre is seeking a part time fixed term Digital Media Assistant to support the delivery of the Artistic Programme throughout 2022/23.

The value of our digital output has become more significant due to the scale of digital delivery through the pandemic, designing and producing multiple online projects nationally and internationally. The role of our Digital Media Producer has grown considerably and we recognise the need to increase our digital capacity. This new entry level part time digital media role has been created to make our social media channels work harder for us in engaging young people and wider audiences as we move into a hybrid of in-person and online national artistic projects for 2022/23.

The Digital Media Assistant will design, create and update digital content across our social media channels, website, and audience development campaigns to elevate the work of young artists and promote the work of the company. They will work closely with the Digital Media Producer, line managed by the Creative Director.

You will have a flair for digital content creation and a passion for communicating through social media to diverse and widespread audiences. You will be a strong collaborator, who thrives within a creative environment, bringing positive energy and enthusiasm to your work and the work of the young artists we support. You may be trained, you may be self-taught, but you will be confident in your ability and in the power of digital media to meet and grow audiences within the context of youth arts and professional theatre.
SCOTTISH YOUTH THEATRE

A national young artists’ development organisation

The company designs and produces projects that offer artistic development opportunities for aspiring, emerging and early career artists, age 14 to 25. We work with young people who are based in Scotland, across intersections and geographies.

With Scottish Youth Theatre, young artists can develop and refine their practice through:

• learning new skills
• making and touring new work
• learning about the professional industry
• connecting with like-minded individuals and professional artists

We cultivate an environment where participants are at the helm of their own creative journey and the work they make is their opportunity to interrogate, question and reflect on things that matter to them. We strive to broaden their artistic experience, introducing them to a range of art forms and practitioners to inform and inspire new directions in their work. We craft and curate their art for relevant audiences, utilising different physical and digital platforms.

A NOTE FROM OUR CREATIVE DIRECTOR, MAHRI REILLY

Thank you for your interest in the new role of Digital Media Assistant. With a portfolio of innovative digital participation and artist development projects produced and delivered between 2020-2022 (Phone Call to the World, RESURGENCE, Making Space Online Festival, National Ensemble, Generator Sessions, 2020 Stories, Now You See Me, Quaranteen) Scottish Youth Theatre has substantially grown its local, national and international networks of young people, creative professionals and organisational partnerships across geographical and thematic communities to enable us to better understand the needs of aspiring, emerging and early career artists who engage with us.

In 2022, as well as our ongoing programme with young writers on textLAB, in association with Playwrights’ Studio Scotland, we are supporting 5 performers and makers with the new Youth Arts Bursary programme Trajectories, as they work towards developing new work for in person audiences. We are in the process of developing a refreshed company website and have a range of in-person projects planned across Scotland for autumn 2022 onwards.

The Digital Media Assistant will join a friendly and ambitious team of creative thinkers, artists and producers to help us celebrate and share the work of young artists to both digital and in person audiences in the year ahead as we utilise the newfound space of hybrid creation.

If you have any questions prior to submitting your application, please contact Mahri Reilly on mahri@scottishyouththeatre.org
DIGITAL MEDIA ASSISTANT

Job Profile

JOB PURPOSE
To elevate the work of young artists engaged in Scottish Youth Theatre programmes and promote the company through social media channels, the website and broader audience development campaigns.

OBJECTIVES

Engagement
• Work closely with the Digital Media Producer to design and post regular artistic content across Scottish Youth Theatre social media channels (Instagram/Twitter/Facebook)
• Track and record audience engagement statistics across all digital media platforms for analysis and reporting purposes
• Research effective and current social media trends and campaigns to inform future communications and audience development
• Assist the Digital Media Producer in the delivery of monthly communications such as newsletters and blog articles

Operations
• Update the company website project pages as required
• Effectively contribute to Artistic Development Meetings and other relevant team planning sessions

Company Values
• Champion company values through all aspects of the work
• Promote company values in the context of digital media content
### PERSON SPECIFICATION

#### KNOWLEDGE & EXPERIENCE

- Experience of working on a creative project in either theatre, digital arts or cross artform
- Sound understanding of the value and challenges of social media in an audience development context
- Demonstrable experience of researching, designing and posting content on social media on behalf of a group, company or similar context
- Experience of website editing and/or adept at learning different editing packages

#### SKILLS & QUALITIES

- Strong collaborative skills, confident in exploring ideas with others
- Proficient in using Adobe software packages
- Effective administration skills
- Fully competent in the use of Excel, Word and Outlook
- Basic copywriting skills with strong attention to detail
- Able to work independently when required

#### ROLE REQUIREMENTS

- Ability to work from different locations when required
- Ability to work flexibly and undertake some evening and weekend work

This role may involve regulated work with young people and as such, the successful applicant will be required to register with the Protection of Vulnerable Groups (PVG) scheme (this will be administered by Scottish Youth Theatre before a firm offer of employment is made).
All employees are expected to display the following behaviours in line with company values:

**Cultivating creative possibility**
- Meaningfully contributes to a positive, safe and supportive working environment for all
- Open to different ideas and approaches, having a positive perspective on change
- Seeks opportunities for improvement, focusing on solutions and anticipating potential challenges

**Weaving collaboration and connection**
- A natural collaborator, able to contribute to effective team dynamics in a range of contexts
- Communicates effectively with all stakeholders
- A curious mindset, keen to learn and extend own thinking and practice

**Embedding wellbeing and care**
- Respects different lived experiences, values and viewpoints
- Gives consideration to personal wellbeing and respects the wellbeing needs of others
- Asks for help when under pressure and helps others when they are under pressure

**Grounding integrity in all things**
- Is reliable, honest and transparent in performing the tasks of the job
- Makes sound, timely and appropriate decisions
- Acts responsibly with organisational resources and is committed to pro-environmental behaviours
HOW TO APPLY

Please send the following:

• A letter of application (maximum two sides A4), clearly demonstrating how you meet the requirements of the role as laid out in the Job Profile above, with specific reference to the knowledge, experience, skills and qualities in the person specification
• Your CV, an additional maximum two sides A4
• We recommend you save your application as a single pdf document; the file size should not exceed 10MB
• Please email your application to recruitment@scottishyouththeatre.org marked Digital Media Assistant. Receipt of all applications will be acknowledged by automatic reply
• You should include in your email or CV the name and contact details of 2 referees who have recent experience of your work (referees will not be contacted prior to interview)
• Please also confirm that you are available for interview on Monday 6th June 2022, and whether you plan to attend online or in-person

<table>
<thead>
<tr>
<th>Application Deadline</th>
<th>23:59 on Sunday 22nd May 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews</td>
<td>Monday 6th June 2022 (in-person in Glasgow or online)</td>
</tr>
</tbody>
</table>

All applicants will be contacted by Thursday 26th May to inform them if they have been successful in securing an interview. Please check your junk folder if you have not heard from us and get in touch if there is no correspondence from Scottish Youth Theatre.

Scottish Youth Theatre respects and adheres to Equal Opportunities legislation, in particular the Equality Act 2010. Shortlisted candidates will be asked to demonstrate their eligibility to work in the UK.

In recognition that recruitment can be used as a tool of inclusion and exclusion, we reserve the right to use recruitment to address under-representation through targeted recruitment and/or positive action.