

## SOCIAL MEDIA MANAGER JOB DESCRIPTION SEPTEMBER 2024

### About Omnibus Theatre

Omnibus Theatre is a multi-award-winning independent theatre in Clapham, South London. Finalist Fringe Theatre of the Year 2020 and 2023, The Stage Awards, OFFIE winner 2018 & 2019 and recipient of the Peter Brook/Royal Court Theatre Support Award 2016. The heart of the organisation's ambitious programme lies in classics re-imagined, modern revivals and new writing. Omnibus Theatre also provides a platform for LGBTQ+ work and aims to give voice to the under-represented and challenge perceptions. Since opening in 2013 notable in-house productions include WOYZEK (2013), MACBETH (2014), COLOUR (2015), MULE (2016), SPRING OFFENSIVE (2017), ZERAZZA GIRAZZA (2017), QUEENS OF SHEBA (2019), THE LITTLE PRINCE (2019), RICE (2021), The Human Connection (2021) and The Girl Who Was Very Good at Lying (2021). *FIJI (2022), SAD (2022) and DRUM (2022), COMPOSITOR E (2023), ICE AT THE END OF THE WORLD (2024)*

*Omnibus Theatre is led by Artistic Director Marie McCarthy and Executive Director Bridget Kalloushi.*

### General

Omnibus Theatre is seeking a personable, proactive and committed **SOCIAL MEDIA MANAGER**. The role is for **16** hours per week

### Hours

One day on site to attend marketing meeting and flexibility on remaining hours

This job description is a guide to the nature of the work required of the **SOCIAL MEDIA MANAGER** and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required in the future.

### The Building.

Our spaces consist of:

- The Theatre - a flexible space with the ability to be adapted into a variety of flexible configurations (capacity 90-110)
- The Common Room - a medium sized ground floor room which can be used for meetings, rehearsals, seminars and as an informal performance area (capacity 70)
- The Studio Upstairs – a flexible space with the ability to be adapted into a variety of flexible configurations, rehearsals, concerts, and performances. (Capacity 80)

Our spaces cater to a variety of companies ranging from theatre, production companies, local organisations and businesses, residents and families wanting a one-off event or regular/return hires. The café and Bar are open to the public from Thursdays – Sundays during the day and evenings to support all programmed events within the building

**Main duties and responsibilities of the SOCIAL MEDIA MANAGER**

The Social Media Manager will act as the voice and editorial lead for Omnibus Theatre's social media channels. They will work with the Marketing Manager and Artistic Director to lead on setting Omnibus Theatre's social media strategy, delivering a creative, engaging, and informative social media experience for our audiences. They will lead on social media reporting to track progress, maximising reach, and impact.

**The team:**

This role joins the Marketing department which includes a Marketing Manager and a Marketing Assistant.

**The skills:**

The successful candidate will have demonstrable interest and experience in social media management and community management. They will have excellent communication skills, with the ability to deal effectively with and influence people at all levels, including partners and stakeholders. They will have excellent computer literacy, including experience of content management systems, social media management tools, audio-visual technology and design software. They will have excellent copywriting skills and the ability to tailor writing to different platforms.

- Content creation: Writing, editing, and creating compelling content for social media, such as text, images, and videos
- Social media strategy: Developing a social media strategy to increase brand awareness and engage with the audience
- Social media analytics: Monitoring social media analytics to measure the performance of campaigns and make adjustments
- Social media management: Maintaining social media accounts, responding to comments and concerns, and keeping social media outlets updated
- Social media trends: Staying up to date on social media trends and technologies
- Social media advertising: Managing social media advertising and generating ideas for campaigns
- Social media posting schedule: Developing a social media posting schedule based on web traffic and other metrics
- Collaboration: Collaborating with other members of the marketing team, designers, and copywriters

**Person Specification: Essential**

- Minimum 1-year relevant work experience in marketing, especially social media
- Good written English and an understanding of writing effective marketing copy.
- Proven track record of social media channel management, and experience of analysing results.
- Good digital literacy with the ability to create and manage documents within Microsoft Suite.

- Good communication skills and proven experience of working within a team.
- Proven planning and organisational skills with an ability to prioritise work demands to meet deadlines.
- Comfortable working in a fast-paced environment
- An interest in the cultural sector, and enthusiasm for the ever-evolving digital marketing landscape.

## **Terms Hours:**

- 16 hours per week £12,400.80 PA

## **HOW TO APPLY**

Provide an application clearly identifying and evidencing how your knowledge and experience meets the requirements of the job description and person specification.

We want you to have the opportunity to really tell us about yourself and explain why this position is right for you in whatever way feels most appropriate. Send one of the following, alongside your CV:

- A cover letter (no more than 2 sides of A4)
- Presentation - Keynote or PowerPoint
- Short video or sound file (5 minutes max)

All applications will be judged on content not on format. We have suggested some options above, but if you would like to suggest an alternative let us know.

Please send the above to [marie.mccarthy@omnibus-clapham.org](mailto:marie.mccarthy@omnibus-clapham.org). by 5pm 18<sup>th</sup> October 2024

**Start Date: 21<sup>st</sup> October 2024 or as near as possible**

We are committed to being an equal opportunities employer and actively encourage people from a wide variety of backgrounds, experience, and skills to join us and influence and develop our working practice.