

Digital Marketing and Communications Officer
Full time 37.5h a week
Sheffield office based
£25k

About Utopia

Utopia Theatre is a leading voice for African Theatre in the UK. Formed in 2012 by director Mojisola Kareem, with a mission to bring contemporary work celebrating elements of life, culture, language, and traditions from Africa to the British stage. The company is based in Sheffield and was provided with residency premises at Sheffield Theatres in 2016. We present productions there and tour nationally and internationally. We also pride ourselves on our ability to deliver our work both live and digitally, the latter enabled through the creation of a wealth of online resources and digital events. Our mission is to actively engage African communities, facilitate the development of emerging artists and foster dialogue and creative exchanges.

Find out more about Utopia and our work - <https://www.utopiatheatre.co.uk>.

We expect all Utopia Theatre staff and volunteers to share, behave in accordance with, and promote Utopia Theatre's vision and values, acting as a brand ambassador, celebrating equality, diversity and inclusion in all our creative endeavours, projects and partnerships.

Vision: To be the UK's leading voice and producer of African theatre

Mission

Produce innovative contemporary African theatre productions and encourage authentic new voices from the African diaspora to share their stories on our stages and engage diverse audiences.

Profile: raise awareness and increase appreciation of African culture in the Arts.

People: Invest in the skills development of artists (people from the African community and practitioners passionate about African theatre) and support their route to regular employment. We want to provoke, educate, entertain, to challenge and to delight, create lasting memories and inspire others artistic experiences and journeys.

Partner: Nurture a network of partners and build mutual support in order to develop an innovative approach to working with the African community in the UK and to build global audiences.

Place: We tell epic stories in small and big spaces. We develop creative performance spaces (live and digital) where artists can come together to test ideas and experiment with new ways of working and lead to touring productions nationally and internationally.

We want to innovate the ways the public experience theatre so that it is not just in buildings but as part of their everyday lives, not just as observers but as participants, not just with words but with all the theatrical tools available.

Values: We believe:

- art has the **power and potential to change lives**
- art succeeds most effectively when **people are put before profit**
- art must be **available and accessible** as broadly as possible
- in shared decision making, in **equal creative stake**, and fair and equal pay
- in the **creative power of long-term relationships**
- in **young people's potential to change the world** and their rights to be seen as part of that world
- in a world which **tells stories and narratives that connect us together**

Job Purpose

Utopia is at a pivotal moment in its journey. We have received Arts Council England National Portfolio Organisation status.

We are looking for a **Digital Marketing and Communications Officer**. The role is fast-paced and varied, designed to support the work of the whole Utopia Creative Team in the promotion of our performances, outreach, archive and education projects and in reaching new audiences. We expect you to uphold our brand guidelines and advocate for the organisation. You will be working with the Utopia Creative Team and our freelance Press & PR consultant and freelance Productions Marketing consultant in delivering integrated marketing and communications activity. There is scope to get deeply involved in the company and support its growth plans, with career development opportunities. This role requires energy, enthusiasm, a proactive attitude, excellent communication, design and digital skills.

Duties & Responsibilities

Social Media

- Build social media campaigns for all Utopia Theatre events and news
- Create content and schedule regular social media posts across all Utopia Theatre channels covering:
 - Utopia news
 - Creative Hub events
 - Youth Academy
 - Community Ensemble
 - Creative Hub classes

Website

- Update regularly with news, events and timely content using Wordpress
- Implement SEO best practices to improve the website visibility and ranking in search engine results
- Work with our web developer on design, accessibility and performance improvements

Digital

- Create posters and flyers for regular Creative Hub events
- Local and regional listings & stakeholder engagement
- Look to implement and continually update a bank of imagery for use across all channels

Planning and reporting

- Maintain a planner across all marketing and communications activity
- Attend Utopia Theatre meetings where necessary
- Schedule weekly planning meetings
- Report quarterly on activity

Person Specification

Experience:

- Work in marketing role for over 2 years
- Knowledge and experience of marketing in the arts is essential
- Knowledge and experience of Sheffield is desirable

Skills:

- Excellent communication (written, verbal and image presentation)
- Write content across media platforms and for a variety of audiences
- High level of computer literacy across Google workspace, digital platforms and including basic web design and understanding of SEO
- Work both reactively and proactively and manage priorities
- Time management and ability to work efficiently to deadlines
- Work independently but also as part of a team
- Work in a fast paced, energetic, and demanding environment
- Market research and ability to use data to inform decision making and create effective campaigns

Qualities:

- An interest in and enthusiasm for theatre and the arts
- Friendly, efficient, and helpful attitude
- Highly organised and self-motivating, with the ability to prioritise short-term and long-term tasks
- Enthusiasm and support for Utopia Theatre's vision and growth

Terms:

Role: Digital Marketing and Communications Officer

Salary: £25,000 per annum pro rata

Contract type: Fixed Term - 2 years

Hours: **37.5 hours per week.** Additional hours may be necessary to fulfil the requirements of the post, including evenings and weekends, and travel out of Sheffield when required.

Holiday entitlement: 25 days plus statutory bank holidays (pro rata) and time off between Christmas and New Year's Day

Probationary period 3 months

The successful candidate will be expected to apply for an enhanced DBS check or hold a valid DBS certificate granted in the past 18 months.

Pension: The Company operates an auto-enrolment pension scheme. This is at the rate of 3% from the employer and 5% from the employee on qualifying (banded) earnings. The Government will pay in

1% of qualifying earnings, which is tax relief. If you have made other arrangements, there is the option to opt out altogether.

Equal Opportunities

Utopia Theatre aims to be an equal opportunities employer. All staff members are required to adhere to Utopia's Equal Opportunities Policy, which is available upon request.

Staff Benefits

- Complimentary tickets for Utopia Theatre productions
- Training and development opportunities
- Annual staff party