

A man in a dark suit and white shirt stands in a room with dark wood-paneled walls. He is holding a large, bright white sheet in front of him. To his right is a fireplace mantel decorated with flowers and small framed pictures. Above the mantel is a larger framed picture of a butterfly. The room is dimly lit, with the white sheet being the primary light source.

# VOLCANO

**DIGITAL MEDIA & MARKETING MANAGER**

Job Pack

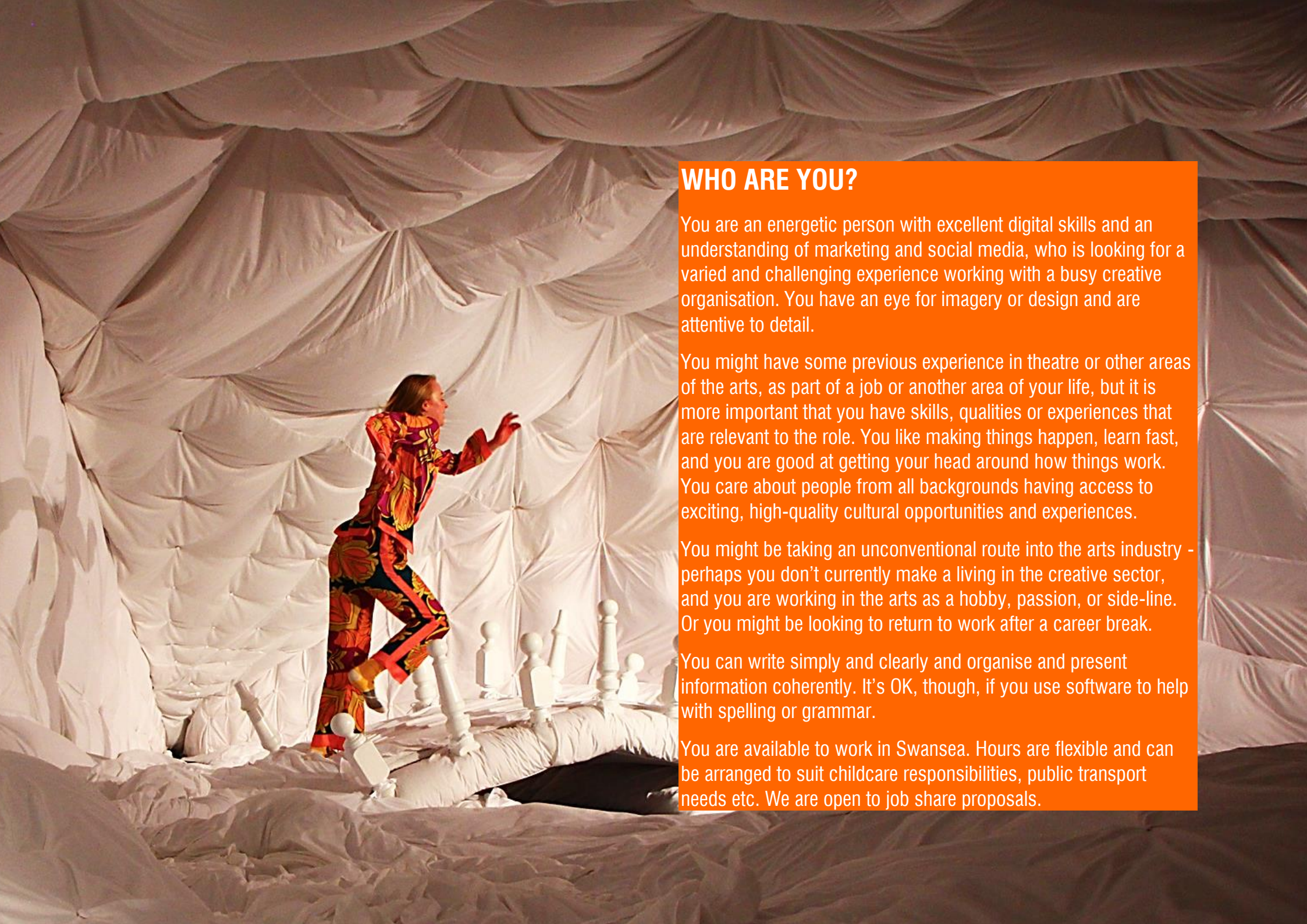


## WHO ARE WE?

We are a small, busy organisation with a distinctive culture. Working with us is very different from working in a large corporation or institution. Our job roles are varied and flexible, with a high degree of autonomy. Everyone has challenging, specialist aspects to their job which come with a high level of individual responsibility, and everyone does a share of the everyday stuff like making the tea or tidying up. It's a workplace that suits people who want to work co-operatively – contributing their own ideas but also listening to others, sharing tasks equitably and playing to individual strengths. We do a lot of different kinds of work, of which creating original performance is the centre. Much of our work is aimed at young people. Theatre-making, for us, sits at the centre of a network of social and cultural practices rooted in our home city and reaching out through Wales, the UK, Europe and beyond.

Volcano is a grassroots, independent organisation of unconventional origins. The energy and urgency of the company's work owes much to the backgrounds of its founders, who came from working-class families in Merthyr Tydfil, East London, and Swansea, and were drawn together by class consciousness, counterculture and an attraction to extremity and risk. Our work has diversified, and the company's founding artists have become more established, but it is important to us to maintain our ability to swim against the tide. This, in our view, requires a new generation of talent that is likely to come from outside the mainstream. This is why we want to attract new people who come from all kinds of social background and career pathway, and not just those who progress through conventional routes into careers in the arts.





## WHO ARE YOU?

You are an energetic person with excellent digital skills and an understanding of marketing and social media, who is looking for a varied and challenging experience working with a busy creative organisation. You have an eye for imagery or design and are attentive to detail.

You might have some previous experience in theatre or other areas of the arts, as part of a job or another area of your life, but it is more important that you have skills, qualities or experiences that are relevant to the role. You like making things happen, learn fast, and you are good at getting your head around how things work. You care about people from all backgrounds having access to exciting, high-quality cultural opportunities and experiences.

You might be taking an unconventional route into the arts industry - perhaps you don't currently make a living in the creative sector, and you are working in the arts as a hobby, passion, or side-line. Or you might be looking to return to work after a career break.

You can write simply and clearly and organise and present information coherently. It's OK, though, if you use software to help with spelling or grammar.

You are available to work in Swansea. Hours are flexible and can be arranged to suit childcare responsibilities, public transport needs etc. We are open to job share proposals.



# WHAT WILL YOU DO IN THE ROLE?



## **Content Creation and Brand Identity**

Produce imagery, video, and other visual and media content that effectively documents and communicates the full range of Volcano's activities for various target audiences.

## **Website and Social Media**

Maintain and update the company's main and subsidiary websites and oversee the company's Instagram, Twitter, Facebook, Vimeo, and other media platforms.

## **Digital Management**

The person in this role oversees and maintains the company's digital workspace and infrastructure and is the designated Data Protection and E-Safety Officer.

## **Digital Projects**

You will have the opportunity to propose and co-ordinate digital participatory projects that connect Volcano with the local community and with other organisations.

## **Collaborative Marketing**

Work with other users of Volcano's venue (visiting productions, community groups etc) to help them market their work effectively.

## **Commissioning**

You will be responsible for commissioning services such as photography, translation, print design and video production or editing, when these are not carried out in-house.

## **Measurement and Evaluation**

You will be responsible for collating data pertaining to the company's digital and social media functions and will work with the core team to measure engagement and reach.

## **Strategy**

You will contribute to discussions about company strategy and the role of Digital Media and Marketing within that strategy.





## WHAT SKILLS AND QUALITIES DO YOU NEED FOR THIS ROLE?

### ESSENTIAL

- You are an energetic, organised person who can communicate effectively with others inside and outside the organisation
- You are proficient in Google Workspace, WordPress, Canva, Photoshop and other relevant applications
- You use and enjoy social media

### DESIRABLE

- You can speak conversational Welsh and/or write in Welsh with sufficient accuracy for creating e.g. social media content.
- You can mentor or support volunteers, interns, or apprentices
- You have experience of working with or to a budget
- You can plan and organise your own workload
- You have one or more of the following skills: photography; graphic design; video editing; data analysis, copywriting.

## READY TO APPLY?

- [PLEASE COMPLETE THE ONLINE APPLICATION FORM](#). You may apply in English or Welsh.
- Include your CV and details of two referees who will vouch for you (we won't contact them without asking you first).
- [PLEASE COMPLETE THE MONITORING FORM TOO](#); this is anonymous and lets us know if we're reaching the right people.

Q – Can I apply by audio/video?

A – Yes, you may upload video or audio in lieu of writing for the main questions in the application.

If you have questions before applying, or would like to visit for an informal look around, please email Claudine Conway at [claud@volcanotheatre.co.uk](mailto:claud@volcanotheatre.co.uk)

**Closing date for applications is 31 August 2022.**

- Interviews will be held in early September - we will aim to be flexible with date options as far as possible.
- Reasonable travel fees will be reimbursed.
- We'll ask questions about you, about us, about how you think the role can help you, and about the industry.
- If you're successful, you'll start in post in September or October 2022.
- If you're unsuccessful, we'll offer you feedback on your application and keep in touch with you to let you know about any upcoming opportunities with us or in the sector.



[www.volcanothetre.wales](http://www.volcanothetre.wales)

VOLCANO THEATRE | ART HAUS

MUSIC + FILM  
FEST  
SUN 20 NOV NOON - 11PM

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