



CITY VARIETIES
MUSIC HALL · LEEDS

The
GRAND
Theatre & Opera House Leeds

HYDE PARK
PICTURE HOUSE
Est. 1914

Website and Content Coordinator

Purpose of Job

Our busy Communications team works across both Leeds Grand Theatre and City Varieties Music Hall and provides support to the Hyde Park Picture House team as required.

As Website and Content Coordinator, you will be responsible for managing the Leeds Heritage Theatres' website, ensuring that the whole Company is represented and that the customer journey is comprehensive and engaging. You will curate, create and produce engaging and informative content for our blog, plus newsletters and other affiliated digital platforms. Your work will support all areas of the business, promoting our brand, reflecting our mission, vision, and values, generating income, and raising awareness of our charitable and sustainable aims.

Principal Accountabilities

To manage and maintain the Leeds Heritage Theatres' website, considering functionality, accessibility, appearance, content and performance in accordance with brand guidelines.

To build events and newsletters for priority and general on sale.

To curate, create and produce engaging and informative content for our blog and newsletters, utilising copy, images and video content. To research our archives and build an extensive and varied database of material to support content creation.

To update and manage our online presence on affiliated websites e.g. Leeds Inspired.

To support in writing and creating content for, and responding to queries, on our social media sites and other communication channels.

To keep abreast of key trends and digital development and identify opportunities for the Company to develop its presence and enhance the brand, utilising SEO, Google Ads, Tag Manager etc.

To use Google Analytics and relevant data to report on trends and audience behaviour, and to track advert and campaign responses as appropriate. This data will inform and help plan strategic campaigns to grow our digital audiences.

To provide support to the Communications Manager, taking on PR tasks if/when necessary, including, but not limited to, liaising with regional media, supporting press events (press/gala nights and photoshoots) and collating coverage.

Nature and Scope of Role

To be responsible for updating and managing our websites and contribute to the development of our website structure, including building content (copy, images, videos) and creating forms, checking for quality, accessibility, and ensuring that brand guidelines are adhered to.

To work with our web support agency, to manage the technical aspects of web maintenance, including troubleshooting.

Following training, to use our CMS and ticketing system to seamlessly connect databases and other back-end components.

To support the planning and delivery of relevant, engaging content for our social media channels, blog and newsletters.

To collate and manage digital assets for both Leeds Heritage Theatres and visiting companies and performances.

To keep abreast of key trends in social media and digital development and identify opportunities for the Company to develop its presence and enhance the brand.

To use Google Analytics and social media data to report on customer usage to inform team decision-making.

To assess user feedback, effectiveness, and traffic to draw more users to our social media channels and website.

To support crisis management and internal communications.

To support the development of campaigns that aim to raise the profile of the wider Charity, and its activities beyond performance or presentation, on both a city, regional and national level.

To support our Marketing team, including, but not limited to, print distribution and proofreading.

To deliver training to the Communications and wider team when required.

Be a key brand ambassador, ensuring our brand values and charitable aims are clearly communicated both within the company and externally.

Any other duties commensurate with the post.

Key Relationships

Internal

Communications Department

Box Office

Learning Department

House Management

Programming

External

Web agency

Visiting Companies

Leeds-based arts and culture organisations

Person Specification**Essential**

Working knowledge of WordPress, Dotdigital and Canva (or similar platforms).

Experience in using Google Analytics and Facebook insights to provide accurate data and inform decision-making.

Awareness and understanding of key social media channels and digital advertising platforms.

Proven ability to manage multiple projects and deadlines and remain calm under pressure.

Excellent written and verbal communication skills.

Excellent interpersonal skills and the ability to work across different departments.

Excellent administrative and organisational skills, demonstrating accuracy and attention to detail (proofreading skills necessary)

Ability to take initiative and make informed decisions, as well as work collaboratively as part of a team.

Willingness to learn new software and develop new skills.

Ability to work evenings and weekends if/when required

Desirable

Experience in using systems to analyse data and produce reports.

Experience in creating and editing videos to a high standard.

Experience in internal and crisis communications.

Experience of working in an office.

An interest in the arts and culture.

Permanent contract**Responsible to**

Communications Manager

Salary

£25,318

Holiday Entitlement

20 days pa plus bank holidays

Benefits

Generous average salary pension scheme

TOIL (time off in lieu system)

Regular staff offers and discounts for our own venues and local businesses

Free to use Employee Assistance Programme that supports your health and wellbeing

Personnel investment and training

Probation Period

Six months

Notice Period

One month

Hours

37 per week (flexible start/finish times)

Some evening and weekend work required