



**CITY VARIETIES**  
MUSIC HALL · LEEDS

*The* **GRAND**  
Theatre & Opera House Leeds



## Website and Communications Officer

### Purpose of Job

Join our dynamic Communications team and play a key role in shaping the voice of Leeds Heritage Theatres.

We're a passionate and creative team supporting three of Leeds' most iconic cultural venues - Leeds Grand Theatre, City Varieties Music Hall, and Hyde Park Picture House. Every day brings new challenges and exciting opportunities. We're driven by a passion for storytelling, building meaningful connections with our audiences, and celebrating the arts throughout the city.

As Website and Communications Officer, you'll play a central role in managing and evolving our website, translating our work into a dynamic, user-friendly online presence. Your contribution will support brand visibility, drive income generation, and highlight our charitable and sustainability goals. Following a recent strategic review, you'll take an active role in a major collaboration with our web agency to redesign the homepage and navigation, ensuring our site reflects the full breadth of our work, purpose, and impact.

As well as thriving on the structure and precision of digital content management - the backbone of this role - you'll have the opportunity to apply your creative skills by curating and crafting engaging content for our blog, newsletters, and digital platforms - content that informs, connects, and inspires our audiences.

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### Principal Accountabilities

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

To serve as the primary point of contact with our website provider on behalf of Leeds Heritage Theatres, including participating in monthly check-ins, reporting bugs, and coordinating necessary fixes.

To collaborate with internal departments and external stakeholders (including promoters) to ensure a seamless on-sale process. Responsible for creating events and newsletters for both priority and general sales, as well as drafting and distributing emails and SMS messages containing key customer information, such as meet & greets and rescheduling updates.

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 review, edit, proof, and fact-check content produced by team members, as well as copy from external contributors intended for the website.

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

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

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 coordinating timely and strategic communication during crises, including unexpected event cancellations.

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### **Nature and Scope of Role**

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

To be responsible for updating and managing our websites and contributing 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 and input on major web development projects.

To work with programming and Box Office to manage on-sale dates in line with company and internal requirements.

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

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

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 crisis management and internal communications.

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

To keep abreast of key trends in social media and digital development and identify opportunities for Leeds Heritage Theatres 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 our Marketing team, including, but not limited to, print distribution and proofreading.

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

Any other duties commensurate with the post.

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## **Key Relationships**

### **Internal**

Communications

Programming

Box Office

Learning and Engagement

House Management

### **External**

Web agency

Visiting Companies

Leeds-based arts and culture organisations

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## **Person Specification**

### **Essential**

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

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

Excellent written and verbal communication skills.

A creative mindset for developing content from initial concept through to final execution.

Excellent interpersonal skills and the ability to work across departments and with external stakeholders

Excellent administrative and organisational skills, demonstrating accuracy and attention to detail (proofreading, editing, and fact-checking skills necessary)

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

Experience in using systems to analyse data and produce reports e.g. Google Analytics and social media insights that inform decision-making.

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

Willingness to learn new software and develop new skills.

Ability to work evenings and weekends if/when required

### **Desirable**

Experience in creating and editing videos to a high standard.

Experience in internal and crisis communications.

An interest in the arts and culture.

### Applications are by online form

Please note that the application process is completed via an online form, which must be completed in a single session – it cannot be saved and resumed later. In addition to standard details such as your name, contact information, and references, the form includes six questions designed to prompt thoughtful, focused answers to highlight your experience, ability and understanding of the role. Each question has a maximum response limit of 4,000 characters.

1. **Tell us about your experience of managing or maintaining a website.** How did you ensure it was functional, accessible, and visually aligned with brand guidelines? Describe your role in working with any external providers or developers. Tell us which website it was, and your role at the time.
2. **Can you share how you've used digital tools (like SEO, Google Analytics, or Google Ads) to improve a website or campaign?** What was the goal, what did you learn, and how did it shape your next steps?
3. **Choosing just one example, describe a piece of content for a blog post, newsletter, or video you've created that performed well or engaged an audience effectively.** What was the idea behind it, and how did you measure its success?
4. **How do you approach proofreading and fact-checking content?** Please provide an example where you recognised that changes needed to be made but maybe had to overcome resistance but how your attention to detail improved or corrected content before publication.
5. **Tell us about your experience of collaborating with multiple stakeholders (internal and/or external) to deliver a successful campaign or project.** What was your role, and how did you ensure clear communication and timely delivery? If you faced resistance, how did you deal with that?
6. **Tell us about your experience of managing multiple projects or deadlines simultaneously.** How did you stay organised, prioritise your workload, and adapt when unexpected challenges or crises arose? What was the outcome, and what did you learn? Be clear about the potential impact of your success or failure, and share any lessons learned that are relevant to this role.

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## Terms and conditions

### Permanent contract

**Responsible to:** Communications Manager

**Salary:** £27, 901.67

**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 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. Hybrid (flexible start/finish times) – three days in the office per week minimum.  
Some evening and weekend work is required