



Job vacancy November 2024
DIGITAL ASSISTANT

Soho Theatre is London's most vibrant producer for new theatre, comedy and cabaret. A charity and social enterprise, we are driven by a passion for the work we produce, the artists we work with and the audiences we attract. We own our own home, Soho Theatre in the heart of London's West End. A former Synagogue, we raised funds, purchased and redeveloped it, opening it for the turn of the millennium in March 2000. Today it is one of the capital's busiest theatre and comedy venues, with a year-round festival programme and a buzzing bar. Our roots date back to the early 1970s at the Soho Poly Theatre. A small but influential venue, Soho Poly was radical and relevant, capturing the excitement and innovation of its time. Today our work is wide-ranging, drawing from this fringe heritage, and adding a queer, punk, counter-culture flavour. We champion voices that challenge from outside of the mainstream, and sometimes from within it too. We value entertainment and a great night out.

Led by a collaborative and diverse senior team and board, Soho Theatre is an exciting place to work with a strong team ethic, fast paced, and with opportunities and intent for staff development and progression.

We produce and co-produce new plays, work with associate artists and present the best new emerging theatre companies and comedians. We present the early work of countless UK artists (many who become industry giants), and we present many international artists' London debuts. We have a thriving variety of artist and talent development programmes, artists under commission and in development, and two new writing awards including the national Verity Bargate Award for new playwrights.

Work extends far beyond our Dean Street home, with a UK and international touring programme and connections. We present shows and scout talent at Edinburgh Festival Fringe and have close links with the Melbourne International Comedy Festival. We are the UK's leading presenter of Indian comedians and regularly present work there. We film shows and create our own digital work seen across our social platforms, on TV and in flight and streamed from our website.

We are working towards the opening of an exciting new second venue in London, Soho Theatre Walthamstow. A culmination of many years of Soho's work, in collaboration with a grassroots local campaign, to save a glorious, 1930s art deco venue with an incredible heritage reinvented as a 1,000-capacity venue for world-class comedy, panto, performance and participation – a 'local theatre with a national profile'.

STRATEGIC GOALS

THEATRE: continue to increase the resource, profile and quality of Soho's theatre and new writing programme; to ensure that this work sits well within Soho's lively cross-genre festival programme with diverse audiences, but also carves out the space to breathe and flourish within it.

COMEDY: work to ensure that we maintain an industry leading place through thoughtful curation, innovation and always being able to spot the next new talent; ensuring that artists continue to see Soho as a home for comedy and one of the places they want to perform; maintain programming integrity as we grow our audiences through Walthamstow, touring and digital.

CREATIVE ENGAGEMENT: grow our pathways for creative participation from early years to adulthood, supporting the next generation of artistic talent; support the growth of creative, connected communities around a new local theatre in Walthamstow

WALTHAMSTOW: successfully open and establish as a 'local theatre with a national profile', working with our key stakeholders of Council and community. Effectively manage the resultant change, organisational growth and risk.

AUDIENCES AND DIGITAL: build our distinctive London brand towards wider and inclusive audiences, with a particular focus on LGBTQ+, South Asian and Waltham Forest; international focus on India as well as Australia and the USA. Continue to build digital audiences and sustainable business models, also moving into specific digital content creation (as distinct from digital capture of live).

Job Description

Job Title:	Digital Assistant
Purpose of Job:	Provide administrative and digital content support to the digital team, while leading on smaller social media campaigns and assisting with content creation, scheduling, and digital storytelling initiatives.
Reports to:	Digital Channel Manager / Content Producer Digital Content Manager
Line Managed by:	Digital Content Manager
Works closely with:	Communications and Programming departments
Location:	In person at Soho Theatre (Dean Street) and/or Soho Theatre Walthamstow

Overview

The Digital Assistant supports Soho Theatre group's digital work by managing content scheduling, handling smaller social media campaigns, and assisting with day-to-day digital tasks. Working closely with the Digital Content Manager and Digital Channel Manager, the Digital Assistant will ensure Soho Theatre's brand, tone of voice and unique programming are effectively represented across social platforms. This role is ideal for a highly organised, detail-oriented individual with a passion for the arts, content creation and digital storytelling.

Soho Theatre group includes Soho Theatre (Dean Street), Soho Theatre Walthamstow, Soho Theatre Digital, Soho Theatre Bars, as well as touring (UK and international – particularly India, New York, Australia).

Job Outline

- Content scheduling and posting: take responsibility for daily scheduling and posting of content across all platforms, ensuring consistency in brand and tone of voice alongside organisation and campaign objectives
- Social media campaigns: manage small to mid-scale comedy, cabaret, and small theatre productions social media campaigns alongside supporting overall campaign (press, marketing & digital) efforts including audience and sales targets
- Content curation and editing: edit, repurpose and prepare digital content (e.g., videos, images) for posting, ensuring it meets brand and tone of voice standards and campaign goals
- Event support: actively provide social media support during press nights and events, managing real-time interactions and content updates
- Influencer work: support communications and digital teams as they create and build relationships with influencers

- Digital storytelling support: support digital and communications teams in the execution of storytelling-based content that reflects Soho Theatre's brand values and engages audiences in Soho's unique programming and new initiatives

Administration

- Handle administrative tasks while supporting the Digital Content Manager, Content Producer and Digital Channel Manager in the delivery of campaigns
- Manage digital assets: organise and maintain content libraries, ensuring all campaign assets are accessible and up to date, alongside cutting up existing content to further push our work
- Assist with reporting: support the Digital Content Manager in tracking performance metrics and preparing data for monthly reports
- Be up to date with arts/entertainment/culture, always looking for new opportunities and sharing where appropriate

General

- Work collaboratively with Soho Theatre group to achieve and maximise audience and sales targets alongside box office and bar income
- Work collaboratively with colleagues, sharing information with your line manager, team and colleagues as appropriate, whilst respecting confidentiality, so colleagues have all the information they need to perform their duties effectively, efficiently and successfully
- Support the aims and objectives of Soho Theatre both internally and externally
- Attend Company meetings and other internal meetings as required
- Uphold Soho Theatre group's internal policies, including Equal Opportunities and Health & Safety policies
- Any other duties the Digital Channel Manager and Digital Content Manager may reasonably require

**This is a guide to the nature of the work required of the role.
It is not wholly comprehensive or restrictive and may be reviewed with the post holder and
the line manager from time to time.**

Person Specification

Qualities

- An understanding of and curiosity for what makes good storytelling and good content
- An enthusiasm for finding creative and engaging ways to communicate across different channels
- Keen interest in live performance
- A friendly, approachable and professional manner
- Excellent time management skills and punctual attitude towards work
- Willing to learn and take direction alongside working independently
- A flexible approach to working hours – as an evening entertainment venue the role will include regular evening and occasional weekend work for press and guest nights, industry events and networking
- Knowledge and interest in arts, entertainment and digital sectors and a desire to contribute to Soho Theatre's digital growth

Skills

- Highly organised with strong attention to detail for managing content scheduling and quality control
- Familiarity and confidence in using content editing tools (e.g., Adobe Suite, Canva) and social media scheduling tools
- Clear, accurate and creative verbal and written communication skills
- Strong interpersonal skills, with the ability to be diplomatic and tactful
- The ability to work calmly in a fast paced and energetic environment
- An understanding and support of Soho Theatre's vision

Experience

- Demonstrable experience with and awareness of all social media platforms
- Experience using content management and scheduling tools (desirable)

Terms And Conditions

Equal Opportunities

Running through the core of Soho Theatre are the values of equality of opportunity, diversity of background and inclusion and accessibility for all. Our artists, audience and staff reflect a diverse London and we work hard to increase representation across cultures and experience.

Terms of Employment

This is a permanent full-time role, with a six-month probation period, working from Soho Theatre's venues year-round. Following a successful probation period, the notice period for this role is two months.

Salary

£25,500 per annum

Holiday entitlement

20 days per annum plus Bank Holidays, rising to 25 days plus Bank Holidays after one full year of continuous employment.

Hours

The full-time working week is 35 hours working from Soho Theatre (primarily) and Soho Theatre Walthamstow, plus an hour unpaid for lunch. General office hours are 10am-6pm Monday to Friday, regular evening and occasional weekend work will be required. There are no overtime payments; TOIL is negotiable on occasion and in advance with your line manager.

Pension

The Company operates an auto-enrolment pension scheme, which you are eligible to join after three months of employment. 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.

Staff Benefits

- Complimentary tickets for Soho Theatre shows
- Employee Assistance Programme including health insurance
- Staff discount on food and drinks at Soho Theatre Bar and other local businesses
- Season ticket and Cycle to Work loans
- Seasonal flu jabs
- Training and development opportunities

November 2024