



## JOB DESCRIPTION

<b>Post:</b>	Content Creation & Communications Assistant
<b>Responsible to:</b>	Head of Communications
<b>Contract:</b>	Part-time, 12 months fixed term
<b>Hours:</b>	10 hours per week, schedule dependent on business need
<b>Salary:</b>	£12.71 per hour
<b>Annual Leave:</b>	Pro-rata 25 days plus Bank Holidays

### Purpose of the Role

We're looking for a creative and enthusiastic Content Creation & Communications Assistant to help us create engaging content across our social media channels.

Reporting to the Head of Communications, the Content Creation & Communications Assistant works alongside the Content & Media Communications Officer on the creation and publication of content that tells Bristol Old Vic's story in order to engage with our communities, build understanding of our impact, and grow our visibility.

### What You'll be Doing

#### Social Media, Content and Digital Communications

- Creating content for our social media channels, including TikToks, Instagram Reels, Stories and other short-form video content.
- Filming, editing and publishing engaging multimedia content that showcases our work and connects with our audiences.
- Adapting content for different platforms while keeping a consistent brand voice.
- Keeping up with social media trends and identifying opportunities to use them creatively and appropriately.
- Working with the Communications Team to review content performance and learn what works best with different audiences.
- Supporting day-to-day community management by responding to comments, engaging with followers and monitoring direct messages and the press inbox.
- Helping to plan, batch-create and schedule content in line with our content calendar.
- Capturing photos and videos at events, activities and projects when required.

#### Media Liaison

- To respond promptly and efficiently to information requests and assist with coordination of interviews and photocalls.
- Where necessary, to deputise for the Content & Media Comms Officer at press nights.

## **Research**

- Examine competitor practice and keep abreast of new ideas for digital engagement techniques.

## **Organisation-wide Responsibilities**

The following responsibilities are shared by all staff members of Bristol Old Vic:

- To work for the benefit of the whole organisation.
- To comply with all BOV policies including Equality & Diversity, Dignity at Work, RESPECT Charter, Health & Safety, Safeguarding and more included in the Staff Handbook.
- To attend regular staff meetings and departmental meetings that may be arranged.
- To keep up to date with the activities of the organisation.
- Undertake additional Marketing & Communications team duties as may reasonably be required.

## **PERSON SPECIFICATION**

### **We're looking for someone who is:**

- Creative, curious and full of ideas.
- Confident using social media platforms and interested in how they work.
- Friendly and comfortable speaking to and working with a variety of people.
- Passionate about storytelling and creating content that people want to watch and share.
- Organised and able to manage their time effectively.
- Keen to learn and develop new skills in communications and digital marketing.

### **Essential Skills & Experience:**

- Strong interest in social media, content creation and digital communications.
- Good understanding of platforms such as TikTok, Instagram, Facebook and LinkedIn.
- Ability to create engaging content using a smartphone and/or basic editing software.
- Good written communication skills.
- An eye for detail and an understanding of what makes content engaging.

### **Non-Essential Skills & Experience:**

- Experience creating content for personal projects, clubs, societies, charities, community groups or student organisations.
- Basic photography, videography or graphic design skills.
- Experience using social media scheduling or content creation tools.
- An interest in analytics and understanding how content performs online.

**We welcome applications from people of all backgrounds and especially encourage applications from those who may not have had the opportunity to gain formal work experience but can demonstrate creativity, initiative and a passion for social media.**