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# Motionhouse

## Motionhouse | Digital Communications Officer

### Accountable to the Marketing and PR Manager

**Works closely with the Marketing and PR Manager and the Communications and Development Director to deliver efficient and effective digital communications with all stakeholders, design marketing and other materials, maintain the Company website and manage all digital platforms in support of all aspects of the Company's extensive programme.**

### Areas of responsibility:

- Creation of content for the Company's vibrant social media campaigns (video and imagery)
- In cooperation with the Marketing and PR Manager and the Communications Director, dissemination of all Motionhouse's online communication (social media, news blog, e-newsletters, etc.)
- All digital aspects of the Company's work (website, video creation for marketing/selling campaigns, administration of video/image library, management and analysis of online statistics for reporting)
- Design of company marketing materials, social media content and any other artwork required (posters, flyers, social media content, annual report, etc)
- Updating the company's new website, any subsequent or related sites and YouTube channel.
- Management of the Company's contact database and bulk mail distribution system

### Detailed job description:

#### **Content development and dissemination of all Motionhouse's online communication (social media, news blog, e-newsletters)**

- Working closely with the Communications and Development Director and the Marketing and PR Manager, take responsibility for the content creation and dissemination of all online social media, currently including Facebook, blog, Twitter, YouTube, Pinterest, Instagram and Flickr accounts
- Distribution of all external communications using the company's e-marketing tools, including e-flyers and newsblog (content generated by Marketing and PR Manager)

#### **Provide expertise to support all digital aspects of the Company's work (website, video creation, administration of video/image library, management and analysis of online statistics)**

- Work with the Communications and Development Director and the Marketing and PR Manager to create engaging digital content (video and imagery) for use on social media, the company website, at events and for presentations
- Work with the Communications and Development Director and the Marketing and PR Manager to build and maintain the Motionhouse website and online presence – including updates and information listings
- Maintain the company's digital photo and film files in an organised and easily-accessible way and distribute as needed
- Maintain and create (in cooperation with Marketing and PR Manager) online audience surveys
- Collect and analyse web statistics and analytics reports for all online activity including website activity, monitoring social media engagement and e-marketing. Use findings accordingly and report to key stakeholders and liaise with team for the production of Annual Reports and advocacy literature, etc.

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## **Design of marketing and other communications materials**

- Work in collaboration with the Communications and Development Director and/or the Marketing and PR Manager to develop the company's print materials (e.g. posters, flyers, annual report, etc.)
- Design of the Company's merchandise where required

## **Management of the Company's contact database and bulk mail distribution system**

- With the support of the rest of the team, maintain, update and develop the company's contact database (Access) and bulk mail system (Mail Chimp)

## **Support for PR and media activities and archiving of press clippings**

- Disseminate local, national and regional press releases, listings and advertisements where required

## **Other**

- Support the Communications and Development Director and the Marketing and PR Manager in reporting to stakeholders (e.g. Arts Council England and other funders)
- Ensure adherence to Data Protection legislation
- Carry out any other tasks as appropriate in line with the company's overall business objectives as allocated by the Communications and Development Director

## **Further information**

- Maintain confidentiality in relation to personnel issues and always have regard to promoting and preserving the reputation of the Company and its employees
- Attend meetings and complete training courses as necessary
- Some evening or weekend work will be required
- All staff are expected to promote and ensure the implementation of the equal opportunities policies of Motionhouse and to respect data protection laws

Usual place of Employment: Motionhouse, Spencer Yard, Leamington Spa, Warwickshire, CV31 3SY

## **Further information**

**Salary** £18,500 – 21,000 per annum (pro rata), depending on experience, paid on a monthly basis. There is a pension scheme.

**Working hours** 22.5 hours per week, flexible between the hours of 09.00 to 17.30 Monday to Friday, to be agreed. Due to the nature of the business, there will be regular evening and weekend work and occasional overseas travel.

**Overtime** No paid overtime: we operate a time off in lieu system.

**Holiday** 25 days pro rata plus statutory holidays.

**Probationary period** Three months.

**Notice period** 2 weeks within probation period. Three months thereafter.

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## Digital and Communications Officers (part time) – Person Specification

	Essential Criteria	Desirable Criteria
<b>Education/Qualifications</b>	A degree or equivalent	A qualification in design
<b>Experience/Knowledge</b>	<p>Experience working in a busy team, managing large workload and priorities.</p> <p>Proficient in Microsoft Office – (Word, Excel, Outlook), WordPress, InDesign, Photoshop and Adobe Premiere Elements (or equivalent).</p> <p>Experience in video editing.</p> <p>A sound knowledge of current technology and a keen interest in technological development</p>	<p>Experience working in an arts organisation</p> <p>Experience using Microsoft Access and Mail Chimp</p>
<b>Skills/Abilities</b>	<p>Experience in a similar role: creating content, video editing and artwork design</p> <p>Experience in engaging with digital technology and using social media in marketing campaigns</p> <p>High level of accuracy and attention to detail</p> <p>Excellent organisational and prioritising skills</p> <p>The ability to problem-solve, multi-task and use own initiative whilst working under pressure</p> <p>Excellent interpersonal skills</p> <p>High level of computer literacy</p> <p>The ability to work both independently and in a team</p> <p>The ability to work to deadlines</p>	<p>Clean and current driving license</p> <p>Experience of driving a minibus or similar vehicle</p>



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<b>Personal Attributes</b>	Highly motivated and enthusiastic  A willingness to become part of a small, committed and enthusiastic team  Commitment to high standards  Interest in continuing skills development  Flexibility to work some evenings and weekends  Ability to work under pressure  Ability to work with minimal supervision and to act on own initiative  Excellent team player  Creativity  Knowledge of and enthusiasm for the arts	Flexibility to work some evenings and weekends  A passion for dance and the arts
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## Application Procedure

To apply please email your application to [Jane@motionhouse.co.uk](mailto:Jane@motionhouse.co.uk)

You should send a covering letter setting out clearly how you meet the person specification for the post, detailing relevant experience and your ability to deliver the duties set out in the job description. Let us know why you would like to work for Motionhouse. Please also attach your CV and details of two referees and let us know where you saw the ad.

In preparation for your application and for more information about the company we recommend that you visit [www.motionhouse.co.uk](http://www.motionhouse.co.uk)

**Closing Date for Application:** Midnight, Sunday 26th August 2018

**Interviews:** First interview Monday 3<sup>rd</sup> September 2018, second interviews Tuesday 4<sup>th</sup> September 2018.

Please keep both interview days free: we will be calling selected candidates to let them know that they have been selected for interview on Monday 27<sup>th</sup> August 2018, so notice will be short.

Motionhouse, Spencer Yard, Leamington Spa, Warwickshire, CV31 3SY  
+44(0)1926 887 052 | [Jane@motionhouse.co.uk](mailto:Jane@motionhouse.co.uk) | [www.motionhouse.co.uk](http://www.motionhouse.co.uk)

***Motionhouse champions equality and aims to create a culture that respects and values diversity.***



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

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[www.motionhouse.co.uk](http://www.motionhouse.co.uk)

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## About Motionhouse

### **Motionhouse | History**

This year celebrating our 30<sup>th</sup> anniversary, and founded in 1988 by Louise Richards and Kevin Finnan MBE, we create world class dance-circus productions that tour extensively to rave reviews across the globe. From full-length productions for theatre touring to flexible work for the outdoors and large-scale performance events, our sell-out productions integrate athletic physicality, powerful narrative, incredible digital imagery and emotive sound scores.

Our work takes its inspiration from common human concerns and our connection to the world in which we live, with recent works exploring flooding, the pressure of time, fear and captivity, and our relationship with water, the Earth and energy. Our dancers perform on stunning sets, alongside JCB diggers, with aerialists and singers, in incredible settings and to breath-taking effect.

Our full-length productions tour to theatres across the UK and internationally. We seamlessly integrate digital imagery with live performance, creating a 'living film' that draws audiences into the magical world on stage. Powerful and emotive, these productions inspire and move; generating repeat tours, large audiences and reinforcing our reputation as an outstanding touring company. Recent years have seen two highly acclaimed US tours, as well as tours of mainland China, Hong Kong, Macau, Japan, and regular appearances throughout Europe.

Pioneers of outdoor dance, our range of flexible productions tours to festivals and non-theatre spaces. These short, sharp injections of dance and circus are designed to be performed outdoors and up-close rather than in a conventional theatre. Immensely popular on the international festival circuit, we tour this work extensively to enormous crowds and great acclaim, inspiring audiences who are not necessarily familiar with dance. These works are also increasingly popular for corporate and other events.

We are currently touring a series of outdoor productions that range in scale and duration from an intimate 9-minute duet to a 45-minute dance-circus collaboration with NoFit State Circus on giant Jenga blocks, and a series of larger-scale spectacles incorporating dancers and JCB diggers.

With a three-decade track record of creating work in unusual settings, we have secured a reputation as the 'go to' company to create visionary large-scale outdoor events. From beaches to stately homes and from animating a working harbour to bringing an inner city wasteland to life, as well as being commissioned to celebrate the London 2012 Olympic Games from bid success through launch to opening, we are renowned for our spectacular large-scale outdoor events. Our Artistic Director Kevin Finnan MBE was Choreographer and Movement Director for the Opening Ceremony of the London 2012 Paralympic Games.

We have an enviable reputation for delivering an excellent programme of education and training at our studio in Leamington Spa, throughout the UK and further afield. We deliver a wide range of learning and training projects, in schools and in the community, for students and for young professionals, focusing on skills-development and creativity. Our teaching is accessible and inspiring and emphasises a sense of achievement for all. We offer a range of activities for all ages and abilities and frequently offer the opportunity to develop creative work for performance. See our classes page for both weekly and regular holiday classes at our home base and explore our learn and train pages to find out more about the range of opportunities we offer.

Motionhouse is supported using public funding by the National Lottery through Arts Council England.