



# Digital Content Officer Job Pack

## About Motionhouse

Incredible dance-circus: pushing movement to its limits since 1988

Based in Leamington Spa since 1988, we create and tour a wide range of inspiring and powerful dance-circus productions to theatres and festivals in the UK and across the globe. Our distinctive, highly physical style integrates elements of circus and acrobatics with breath-taking dance to surprise and delight our audiences, using powerful narrative and incredible digital imagery. Our accessible dance-circus style attracts large audiences, in a normal year, performing to 120,000+ people. Pioneers of outdoor dance, we take world-class dance-circus to audiences in a range of settings, from full-length touring theatre productions to outdoor work at festivals or in the street, in the heart of people's communities, reaching children, young people and families, free of charge, in some of our most deprived communities. We also offer a vibrant programme of education and training activities for all ages, including classes, post-show discussions, workshops in schools and a range of professional development opportunities.

Motionhouse was founded by Executive Director Louise Richards and Artistic Director Kevin Finnan MBE who still lead the company. With an ethos that dance is for everyone, our mission is to make world-class dance accessible to all. We believe that dance has the power to illuminate the human condition and to change lives, enriching our emotional world and making a positive impact on educational and cognitive development and on health and wellbeing.

We work collaboratively with an extensive network of partners in dance, the arts, digital industries, universities, colleges, schools, and the community, with many partnerships, particularly in our home region of the West Midlands. Our distinctive contribution to UK dance is recognised by our inclusion in Arts Council England's National Portfolio. We have an experienced [Board of Trustees](#) with strong governance expertise. We are a mature, resilient and creative organisation, a resourceful arts business and effective charity, with a track record in shaping how dance is defined and performed, in training the dancers of the future, offering life-changing participatory activities and inspiring teaching: enriching lives through the transformative power of dance regardless of age, ability, background or financial means.

### Current context

You will be joining the company at a pivotal time as we rebuild after the impacts of Covid-19. Having had all bookings cancelled in 2020 and the first half of 2021 due to government restrictions, our goal and our challenge is now to rebuild the company as theatres and festivals begin to reopen. We are determined to 'Come back dancing' as illustrated in [this video](#). With bookings in place for our outdoor work this summer, and an extensive UK and European tour in place for our new theatre show Nobody, which will premiere in London in September 2021, this is an exciting time to join us and be part of the team that achieves our goal to rebuild. If you'd like to be part of this important moment for the company, please get in touch.

### Where we are based

We have two exciting spaces at the heart of Leamington Spa in Warwickshire. We have recently moved into a new creation and rehearsal space in Leamington Town Hall. Our move is part of wider plans by Warwick District Council in their Creative Framework that puts creativity at the heart of the town's programme to offer residents an enriching place to live. We run our youth and community programme from our office and studio space in Spencer Yard, located at the heart of the new Creative Quarter currently under development. Leamington is a

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



Supported by funding from  
**ARTS COUNCIL  
ENGLAND**



vibrant and diverse town, home to a wide range of people who work in businesses based locally – from Jaguar Land Rover and Aston Martin, to around 20 leaders in the video game industry, the National Grid, the University of Warwick, Bravissimo and many more. It offers a range of high street chains as well as thriving local shops, cafes and restaurants. It is well connected by train and road, with the M40 arriving directly and a link to the M1 and M6 not far. Coventry is a 15 minute drive or train journey, and there is an excellent and regular train service to Birmingham (30-45 mins) and London (1h15-1h30).

Watch our [showreel](#) of exciting work.

Examples of our dynamic and powerful outdoor and theatre productions.



Audiences enjoy *Captive* at B-FIT in the Street Festival, Bucharest, Romania. Image B-FIT



*WILD* attracts large crowds of shoppers in the Bullring, Birmingham. Image Simon Hadley.



Above left, *Charge* and here *WILD*, captured by Dan Tucker

Motionhouse, Spencer Yard, Leamington Spa, Warwickshire, CV31 3SY, UK +44(0)1926 887 052 info@motionhouse.co.uk www.motionhouse.co.uk



Supported by the funding of  
**ARTS COUNCIL ENGLAND**



# Digital Content Officer Job Description

The Digital Content Officer is responsible for Motionhouse's digital engagement and creative communication with our audiences and other stakeholders, reporting to the Audience Development Manager.

The purpose of the role is to convey the 'Motionhouse story' to engage with and inspire both new and potential audiences. A roving digital reporter and storyteller, the Digital Content Officer is responsible for driving Motionhouse's news and narrative on all of our digital platforms to support all aspects of the Company's extensive programme, overseeing the creative development of our different social media channels. This key role is responsible for creating and administrating our digital and online resources, creative content making and building online engagement with our audiences.

## Areas of responsibility:

1. Planning and creation of content for the Company's vibrant social media campaigns.
2. Development of and differentiation between Motionhouse's current and new social media channels.
3. Taking a leading role in the delivery of creative digital engagement projects with audiences.
4. Updating and maintaining the company website, any subsequent or related sites and our YouTube channel.
5. In cooperation with the team and our sector partners, development and dissemination of all Motionhouse's online communications.
6. Creative management of 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).
7. Exploring and experimenting with appropriate use of new technology in line with the Company's digital plan.
8. Designing supplementary marketing materials, social media content and any other artwork required.
9. Maintenance of the Company's contact database and bulk mail distribution system in cooperation with the Audience Development Manager.

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

1. Working closely with the Audience Development Manager and Communications & Development Director, create and disseminate a content plan through all online communications and monitor the results.
2. Differentiate and develop the voice across existing and new social media channels.
3. Work with the Audience Development Manager and Communications & Development Director on our exciting plans to live streaming content on social media channels, and to manage and monitor impact.
4. Support the Audience Development Manager in the distribution of all external communications using the company's e-marketing tools.

## **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)**

1. Work with the Audience Development Manager to create engaging digital content for use on social media, the company website, at events and for presentations (for example filming and editing rehearsal footage).
2. Work with the Audience Development Manager and Communications & Development Director to build and maintain the Motionhouse website and online presence – including updates and information listings.
3. Maintain the company's digital photo and film files in an organised and easily-accessible way and distribute as needed.
4. Maintain and/or create (in cooperation with Audience Development Manager) online audience surveys.
5. 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 support reporting to key stakeholders, development of Annual Reports and advocacy literature, etc.

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

1. Work in collaboration with the Audience Development Manager to develop supplementary print materials if required.
2. Design of the Company's merchandise where required.

## General

1. Support the Audience Development Manager in the maintenance of the company's contact database (Access) and bulk mail system (Mail Chimp).
2. Support the Communications & Development Director and Audience Development Manager in reporting to stakeholders (e.g. Arts Council England and other funders).
3. To maintain confidentiality in relation to personnel issues and always have regard to promoting and preserving the reputation of the Company and its employees.
4. Carry out any other tasks as appropriate in line with the company's overall business objectives as allocated by the Audience Development Manager.
5. Maintain confidentiality in relation to personnel issues and always have regard to promoting and preserving the reputation of the Company and its employees.
6. Attend meetings and complete training courses as necessary.
7. Evening and weekend work will be required.
8. All staff are expected to promote and ensure the implementation of the equal opportunities policies of Motionhouse and to respect data protection laws.

## Further information

**Salary** £21,000 to £23,000 per annum, depending on experience, paid on a monthly basis. There is a company pension scheme.

**Working hours** 37.5 hours per week, including some evenings and weekends.

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

**Holiday** 25 days plus statutory holidays.

**Probationary period** Six months.

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

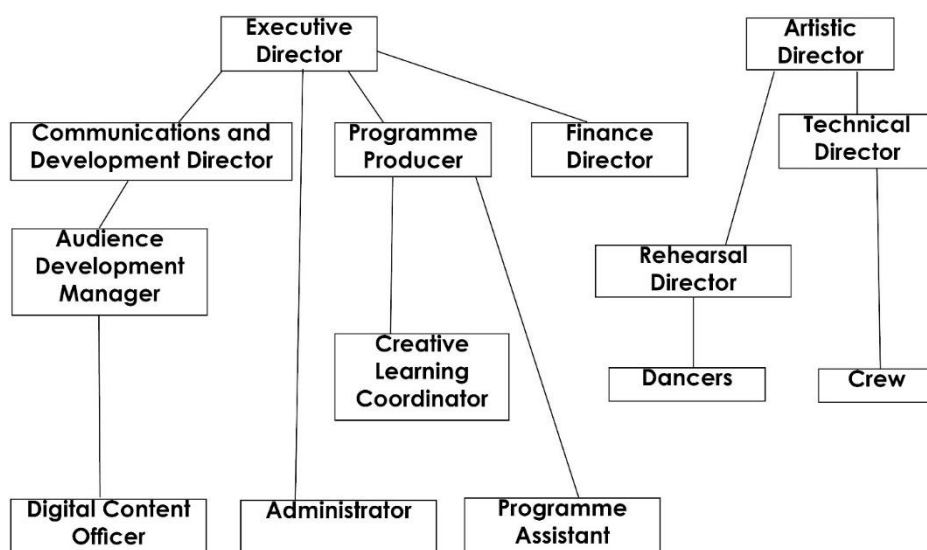
### **Usual place of Employment:**

Motionhouse's office is based at Spencer Yard in Leamington Spa, which is a short walk from Leamington's train station and easily accessible to the motorway when travelling by car. More information on how to find Motionhouse is available here: <https://www.motionhouse.co.uk/contact/find-us/>

Regular attendance in the office, rehearsal space and with the company on tour will be required for this role but there is flexibility to work from home on occasion and when agreed in advance with the Audience Development Manager.

Attendance at Motionhouse events and performances is an exciting and key part of this role.

### **Motionhouse Staff Structure**



## Digital Content Officer– Person Specification

***Motionhouse champions equality and is committed to creating a culture that respects and values diversity, inclusivity and equality. We welcome applicants from all sections of society and positively encourage applications from people who are underrepresented in our sector, including those from working class and ethnically diverse backgrounds or who experience racism, people who are neurodivergent, people with disabilities and people from the LGBTQ+ community.***

	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
<b>Experience/Knowledge</b>	<p>A sound knowledge of current technology and a keen interest in technological development.</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>Not afraid to 'muck in' across the wider team.</p>	<p>Experience working in an arts organisation.</p> <p>Experience using Microsoft Access and Mail Chimp.</p> <p>Experience working in a busy team, managing large workload and priorities.</p> <p>Experience in a similar role: creating content, video editing and artwork design.</p>
<b>Skills/Abilities</b>	<p>Experience in engaging with digital technology and using social media in an engaging and persuasive way.</p> <p>Full understanding of social media's creative potential and ways to stay ahead in its use.</p> <p>Good with words.</p> <p>Strong visual eye.</p> <p>An innate storyteller.</p> <p>High level of accuracy and attention to detail.</p> <p>The ability to problem-solve, multi-task and use own initiative whilst working under pressure.</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>
<b>Personal Attributes</b>	<p>A love of dance or live performance.</p> <p>A problem solver and creative thinker.</p>	

	<p>A people person who enjoys interacting with others.</p> <p>Highly motivated and enthusiastic.</p> <p>A willingness to become part of a small, committed and enthusiastic team.</p> <p>Commitment to high standards.</p> <p>Interest in continuing skills development.</p> <p>Flexibility to work some evenings and weekends.</p> <p>Ability to work under pressure.</p> <p>Ability to work with minimal supervision and to act on own initiative.</p> <p>A team player.</p>	
--	--	--

## Application Procedure

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

You should send a covering letter or video/voice note of no longer than 5 minutes, clearly setting out 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 the application form, which is available [here](#).

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)

**Pre-application discussion:** If you'd like an informal chat about the role or have any questions about the job description please email [info@motionhouse.co.uk](mailto:info@motionhouse.co.uk)

**Closing Date for Applications: Midnight on Sunday 25<sup>th</sup> April**

**The interview process will be in two stages: First interviews will take place on Thursday 29<sup>th</sup> April with recall interviews on Friday 30<sup>th</sup> April. Please keep both days free.**

We anticipate that interviews will take place in person with strict Covid protocols. Full details of our Covid procedures will be supplied when we contact shortlisted candidates to invite them for an interview. However, if your circumstances mean that you're unable to attend an in-person interview, you will be able to discuss options for a virtual interview at this point.



*Our theatre productions Broken and Charge captured by Dan Tucker*



*Examples of our range of work with young people*

Motionhouse, Spencer Yard, Leamington Spa, Warwickshire, CV31 3SY, UK +44(0)1926 887 052 info@motionhouse.co.uk www.motionhouse.co.uk



Supported by funding from  
**ARTS COUNCIL ENGLAND**







*Our collaboration with NoFit State Circus*



*Our new production Nobody, captured by Chris Nash*

For more information on our work, videos, images and trailers, go to:

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