



JOB DESCRIPTION & PERSON SPECIFICATION

Job Title:	Digital Content Apprentice
Department:	Marketing & Communications
Reporting to:	Head of Communications
Job Type:	Full Time

INTRODUCTION

We believe arts and culture has the power to bring people, friends and families together to make life-long memories and improve the quality of life for our audiences.

As a proud, independent charity we are on a mission to enrich the cultural life of the region and our vision is clear; we are creating a world-class cultural scene for our region with Birmingham Hippodrome firmly centre stage.

The strength of Birmingham Hippodrome comes from our people; real people with their own thoughts, beliefs, cultures and identities that bring their unique perspective and experiences to our team. We are committed to placing inclusion at the heart of all we do, making it central to our decision making. We are breaking down barriers and building relationships for us to become a more equitable place for audiences, artists, participants, and our own teams. We do not, and will not, tolerate discrimination of any kind.

We are one of the most popular theatres on the national touring circuit, staging a diverse range of world-class touring productions and we are the proud home to Birmingham Royal Ballet, DanceXchange, Dance Consortium and OneDanceUK making Birmingham one of the biggest dance hubs outside of London. We currently reach over half a million people a year through this work and our ambition is to grow and diversify these audiences, ensuring wider access to mainstream theatre for the people of our region.

Our next step is to increase the impact our work has on the region. Plans are in progress to expand our commissioned, produced, co-produced and off site programme of work; increasing our commitment to developing the artists of our region and continuing to extend Birmingham Hippodrome's artistic footprint beyond our stages. We will continue to invest in further generations, and through our Hippodrome Education Network, youth and apprenticeship programmes, we are creating pathways for people who want to gain valuable experience to support a career in the creative industry.

We are looking for people to join us on this journey at a pivotal time in our evolution; recognising our people and network of talented freelancers and volunteers are core to the growth and success of the organisation.

The future of Birmingham Hippodrome is you.

In return for your skills, experience and commitment, we offer a generous benefits package. This includes five weeks holidays plus bank holidays, an annual personal development fund to spend towards your own skills, a complimentary friends membership card for ticket discounts and priority booking for productions, competitive pension scheme, discounted food and beverage in the venue and subsidised gym membership.

JOB SUMMARY:

The Apprentice will have the crucial role of supporting the Marketing & Communications team at a crucial time as we reopen the venue to the general public following our period of closure.

Full training will be provided on and the off the job. The Apprentice will complete the NVQ Level 3 course in Digital Marketing.

This is an 18 month contract to complete the apprenticeship.

MAIN DUTIES:

Marketing & Communications

- Scheduling proactive content on all Birmingham Hippodrome social media channels under the guidance of the communications team
- Supporting the Digital Content Officer with branding and subtitles on videos provided by external producers.
- Assisting with internal video and photography production including storyboarding, co-ordination and briefing suppliers
- Community Management on social media channels to engage with our own audiences e.g. liking and replying to messages and comments with support from the Digital Content Officer
- Supporting the Head of Communications with content management and uploads to the Birmingham Hippodrome intranet
- Supporting Marketing and Communications team with content uploads to website(s)
- Comply with all statutory and Hippodrome requirements in the areas of compliance such as safeguarding, GDPR, health and safety. E-learning training (which must be completed during the first three months of employment) as well as internal courses are provided to ensure you have the relevant knowledge in these areas.
- Providing general support to Director of Marketing, Sales and Communications, Head of Communications and Head of Marketing as needed
- Participate in any general administration, projects and other duties as and when required.

PERSON SPECIFICATION

We're committed to three core ideals here at Birmingham Hippodrome and we try to address all our activity with these aims: 'everyone's welcome', 'nothing but the best', and 'do it with flair'. Everyone who works here, no matter what their function in the team, is expected to deliver their job and work with colleagues bearing these attitudes in mind. This person specification lists some of the key attributes we're looking for in the best candidates for this role.

Requirements	CORE: The successful candidate will meet the majority of these requirements.	DESIRABLE: the successful candidate should meet some of these requirements.
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Education Training and Qualifications	<ul style="list-style-type: none"> • A qualification to show good general written skills. 	
Skills, knowledge and abilities	<ul style="list-style-type: none"> • Ability to communicate verbally and in writing in a helpful, friendly and courteous manner. • Good written skills. • Computer literacy including Microsoft Excel and Word. • Good administration skills. • Good organisation skills. • An interest in Digital Communications • An interest in social media 	<ul style="list-style-type: none"> • A working knowledge of website content management systems (CMS). • Video editing experience. • Video production experience.
Experience	<ul style="list-style-type: none"> • No experience is required. 	
Personal attributes	<ul style="list-style-type: none"> • Serves the internal and external customer well. • Responds to requests in a timely way or explains why they are not able to. • Is tolerant and open minded about all kinds of difference. Considers diversity in their work. • Must be a minimum of 18 years of age. 	

DATE ROLE CREATED

June 2021

DATE ROLE AMENDED/REVIEWED

N/A

Birmingham Hippodrome Theatre Trust Limited
Hurst Street, Southside, Birmingham, B5 4TB
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