



THE
BELGRADE
THEATRE
COVENTRY

Social Media & Content Officer

CANDIDATE PACK

HELLO

+ WELCOME!



Thank you for your interest in this role. It's an exciting time to join the Belgrade Theatre, as we springboard into the future, building on a completed £5.5m capital project, leadership change and ACE Uplift to a Band 1 organisation.

The Belgrade Theatre is one of the largest professional producing theatres in the West Midlands, engaging 250,000 people annually through high quality performances, training, education and community outreach. We have two auditoria (858 and 250 seats), four studios, a production workshop, café, bar, new conferencing facilities, and a digital innovation space.

In January 2022, Laura Elliot and Corey Campbell took over the leadership of the organisation and are implementing ambitious plans that build on the theatre's rich history of pioneering theatre, participation, and talent development and realise a lasting place of sanctuary for creatives and communities.

**BELGRADE
THEATRE**

Our mission and values



NEW VALUES TO INSPIRE

ACTING TOGETHER: We believe by collaborating and co-creating, we'll be greater than the sum of our parts, working collectively to the power of Coventry's people.

COME AS YOU ARE: We believe in providing an inclusive experience to ensure everyone who encounters us can do so as themselves, and that lived experience empowers the LIVE experience.

ALWAYS EVOLVING: We believe in learning and ambition. Each step we take propels the next, and every exit can become a new entrance.

OUR STRATEGIC PRIORITIES

REPUTATION: Grow the profile of the Belgrade as a centre for transformative theatre, contributing to the cultural profile of Coventry and wider region.

RESILIENCE: Future proof the organisation, securing long-term financial and environmental sustainability.

INCLUSION: Embed diversity, access and inclusion in every aspect of what we do.

A NEW MISSION TO PURSUE:

To lead a people-first, creative powerhouse, providing transformative experiences, diverse storytelling, mutual learning and enrichment.

AS A STAGE FOR COVENTRY:

We produce and present performances that celebrate our city's diverse stories, artists and communities, and share them with the world; building a reputation for diverse, inspirational theatre.

AS A THEATRE OF LEARNING:

We invest in our region's talent, using our facilities and staff to provide training and opportunities for the next generation of artists and leaders.

AS A THEATRE OF TRANSFORMATION:

We provide space and opportunities for people to explore their creativity and enrich their health, belonging and education.

Over the next 3 years we will lead a 'people first' approach; prioritising co-creation and cultural democracy; aiming to be a leading example of an inclusive learning theatre that sits at the heart of its community.

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Job description



Post: Social Media & Content Officer

Salary & Band: £28k

Department: Communications

Contract: Permanent

Hours: Full-time

Reporting to: Head of Communications

Location: Coventry

Closing Date: Monday 25 August

ABOUT THE ROLE

Do you have a passion for telling stories and bringing engaging content to life?

We're looking for a dynamic, confident, and creative Social Media & Content Officer to join our Marketing & Communications team.

This role helps showcase our brand, programme and activity through strategic and multichannel organic campaigns in a way that engages audiences, grows our online communities and supports sales targets. The role is a key part of our Marketing & Communications Department and also directly supports the work of the external Press & PR team.

From helping to identify and build vibrant online communities to delivering bold, multi-channel campaigns, you'll be driving engagement, showcasing our incredible programme, and helping us reach ambitious goals.

If you love crafting compelling stories and creating content that stops the scroll, this is your chance to make a real impact.

WHAT YOU WILL DO

Key Skills

- Excellent editorial judgment,
- Excellent copywriting skills,
- Experience of comms-focused, creative storytelling,
- Detailed working knowledge of social media platforms, including monitoring and evaluation tools,
- Experience of filming and editing video, and photography,
- Experience of commissioning content from external professionals.

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Job description (cont)



Social Media and Content Creation

- Responsible for managing the organic content on Theatre's social media channels,
- Coordinate, commission, produce, edit, schedule and manage creative, compelling and accessible content creation, such as short videos, podcasts, images and copy, for use across all social media platforms and the Theatre's website,
- Confidently direct content participants for filming and vox pops,
- Work with Communications colleagues to ensure all social media activity fits into the brand/voice, in a joined-up approach to campaigns and engagement, evaluating on an ongoing basis to ensure it supports targets,
- Support the creation and management of paid online advertising campaigns,
- Monitor social media channels for time-specific enquiries from audiences, artists and media, responding in a timely fashion that offers excellent customer service,
- Arrange and conduct interviews with performers, creatives, staff and stakeholders,
- Regularly attend Theatre events to capture content and travel to off-site locations to meet and gather content with programmed artists and companies, when necessary,
- Liaise with colleagues to identify internal stories and opportunities for creating rich multimedia content,
- Ensure that multimedia content is accessible – including subtitles and captions/audio description,
- Monitor the social media landscape, identifying new techniques, trends and technologies to extend audience reach,
- Contact visiting companies and artists to collate video and digital content, updating the marketing team on assets received as required,
- Assist in planning the annual calendar of content and work with the wider team to maximise the impact and quality of content,
- Contribute to the Theatre's website – generating content, updating pages and content.
- Supporting the external Press & PR agency, assisting with the arrangement of media interviews and escort artists/journalists to them, as requested,
- Engage with influencers through appropriate and trending methods to promote positive coverage of the Theatre and shows,
- Lead on organising photography for the Theatre, including commissioning photographers.
- Monitor and collate press cuttings relating to the Belgrade Theatre, in association with the theatre's cuttings agency,

General:

- To play an active role in the planning and implementation of all the theatre's strategic and tactical communication and marketing activities,
- To help manage the day-to-day roles of Communications assistants, apprentices, interns and work experience staff, when necessary,
- To evaluate and monitor the success of activity,
- Attending training courses as required,
- To undertake and assist in other areas of the Communication Team's work that may lie outside these principal functions.

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Job description (cont)



WHAT YOU WILL BRING TO THE ROLE

Essential:

- To be a creative, dynamic and self-motivated team player,
- Have a passion for theatre and the role it can play in its local community,
- To have been directly involved in press relations and/or digital communications in a professional theatre, arts venue or similar organisation, ideally for a minimum of two years,
- Hold an appropriate-level qualification and/or have directly relevant experience in a similar role,
- To have a flair for writing and communicating a story,
- To have creative flair and an eye for detail,
- A good, working knowledge of the various social media platforms and a strong interest in digital communication,
- Have excellent and demonstrable organisational skills and be a fast worker,
- To be numerate and literate,
- To be approachable with a can-do attitude,
- Willingness to work evenings and occasional weekends as necessary,
- Willingness to embrace the Belgrade Brand Values.

Desirable:

- A local knowledge of Coventry and the surrounding region,
- Have worked in a producing theatre,
- Experience of budget management,
- Good personal presentation,
- Commitment and flexible approach to working patterns,
- Full, clean driving licence.

Probationary Period:

One month during which time the notice period is two weeks. After confirmation of appointment the notice period increases to two months.

Working hours:

This is a full-time, fixed term post, generally working 39 hours between 9am and 5pm, excluding meal breaks. The postholder will be expected to fulfil the hours required as per the hours specified, and whilst there is some evening and occasional weekend work, it is not expected to work more than an average of 48 hours per week across the year in line with the Working Time Regulations.

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Job description (cont)



Overtime:

Overtime is not payable but sixth day working, and excessive additional hours will attract TOIL (time off in lieu) if agreed in advance with your Line Manager.

Pension:

Auto-enrolment with Belgrade currently making 3% employer contributions, which will rise in line with legal requirements. The Theatre's appointed pension provider is NEST. Further details are available.

Holidays:

28 days per year, including Bank Holidays, rising a day per year, to a maximum of 33 days.

Location:

The role is based at the Belgrade Theatre, and it is our preference that the social media & Content Officer lives within easy commuting distance of Coventry.

How to Apply

Please send your CV and a short cover letter to recruitment@belgrade.co.uk

with **'Social Media & Content Officer'** in the subject line.

In your cover letter, tell us:

- **Why you're interested in working at the Belgrade Theatre?**
- **How your experience and skills make you a great fit for this role?**

Our Commitment to Equality

The Belgrade Theatre is proud to be a Disability Confident Employer and is deeply committed to fostering an inclusive, welcoming, and supportive environment for everyone. We actively encourage applications from people of all backgrounds, identities, and experiences—including but not limited to individuals of all races, ethnicities, genders, sexual orientations, ages, faiths or beliefs, disabilities, and neurodiverse conditions.

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Job description (cont)



We believe that a diverse workforce enriches our creative community and strengthens our connection to the audiences we serve. Our commitment to equality, diversity, and inclusion is at the heart of everything we do, and we strive to ensure that all employees and applicants feel valued, respected, and empowered to bring their full selves to work.

If you require any adjustments, accommodations, or assistance at any stage of the recruitment or application process, please do not hesitate to contact us at recruitment@belgrade.co.uk with the subject line **'Application Assistance'**. We will work with you to provide the support you need to make your application journey as accessible and comfortable as possible.

If you are applying through the **Disability Confident Scheme**, please reference that in your cover letter or application, and complete the disability confident survey via this link: **[Disability Confident Survey](#)**.

EQUAL OPPORTUNITIES FORM

The Belgrade Theatre is committed to ensuring equal opportunities, aiming to attract and work with staff from a wide diverse pool. The information that you give us on this form will be treated confidentially and stored on our HR database as statistical information only. This will be used to help monitor the diversity of applicants and to enable us to continue to develop policies and procedures regarding diversity and to submit required data to our funders. The information you supply will not be made available to anyone in any form other than anonymous data.

Please complete our monitoring form via this link: [Diversity and Equal Opportunities form](#).

At the Belgrade Theatre, we are dedicated to creating an environment where everyone has equal opportunity to thrive and contribute to telling powerful, diverse stories that reflect our vibrant community.

Let's welcome, connect, and inspire together.

Apply now and become part of the Belgrade.

**BELGRADE
THEATRE**

SHARING



OUR
CITY'S

STORIES

SINCE



1958

THE PLACE TO



BELGRADE PART OF



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

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