



DIGITAL MARKETING AND CONTENT COORDINATOR

JOB DESCRIPTION

LAST UPDATED: February 2019

JOB DESCRIPTION AT Q

The Role:	DIGITAL MARKETING AND CONTENT COORDINATOR
Responsible to:	HEAD OF MARKETING AND BRAND COMMUNICATIONS
Responsible for:	NO DIRECT REPORTS
Terms:	FIXED TERM

ROLE PURPOSE

As Q's Digital Marketing Content Coordinator, you are responsible for the administration, implementation and maintenance of Q's multiple marketing channels. This includes consistency and quality assurance of content and assets across all Q Theatre brand touch points. Your role is tasked with the creation and delivery of a range of marketing activities that support the clarity and presence of Q's overall brand and support in audience engagement and promotion of incoming productions. You report directly into Q's Head of Marketing and Brand Communications who provides direction and support for this role.

Your primary focus is digital engagement and content creation in line with Q's brand and overall strategy.

SPECIFIC RESPONSIBILITIES:

ONLINE AND DIGITAL CONTENT

- Manage the Q brand across all online and digital platforms, including but not limited to Q's website, social media accounts, digital screens, video and E-news content.
- Implementation of Q's Social Media and Digital Strategy.
- Website content management and maintenance.
- Create and maintain content and communications calendar (*includes incoming arts clients, Q's brand, Q's Hospitality offerings as well as Q's Fundraising and Development activities*).
- Champion Q's brand tone in written communication online and internally.
- Monitoring the social marketing landscape and providing ideas to keep the brand at the forefront of technology.

BRANDING

- Ensure the Q brand values are infused throughout the organisation.
- Implementation of multi-channel communication and activity for Q.
- Work Closely with Q's Visitors Experience team to ensure that all on-site display and signage is clearly presented and in line with Q's brand values.
- Work closely /assist and coordinate with Q's Head of Marketing and Brand Communications on marketing activities.
- Expectation to capture and create content at key events and client hostings.

CLIENT MANAGEMENT

- Work with incoming to clients to create a timeline that supports the multiple and overlapping productions presented at Q. To ensure that all companies are offered and delivered an appropriate level of support.



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- Coordinate marketing support provided as part of presenting at Q, including but not limited to banner and decal installation, poster placement and digital presence.
- Provide sign off all marketing collateral for incoming clients.
- Work with clients to stick to marketing deadlines to contribute to the success of Q's programme.
- Develop and maintain working relationships with all incoming clients.

REPORTING

- Provide insight and feedback to relevant Q Staff on Q's audience metrics and behaviour.
- Manage the Q annual audience and hirer feedback surveys.
- Manage pre and post-show surveys.
- Return on investment reporting from digital campaigns.
- Generate weekly reporting on digital marketing, engagement, social media and organic/paid marketing campaign results.

SKILLS, QUALIFICATIONS & EXPERIENCE:

- Minimum 2 years' experience in a digital marketing/strategy or content creation role.
- Proven success in planning, developing and executing social marketing campaign that deliver against business growth targets
- Track record of social media marketing success to audiences
- Experience in working closing on small to medium budget marketing campaigns.
- Understanding of basic photography skills.
- Has strong demonstrable computer literacy on most platforms specifically:
 - Experience with Content Management Systems
 - Some knowledge of reporting software such as Google Analytics is preferred, but not essential.
 - Experience in writing for websites (basic fluency of HTML code)
 - Adobe suite including Photoshop, Premiere, InDesign.
 - Understanding of SEO Methodology
- Sound demonstrable relationship skills and experience.
- Has an interest for the Performing Arts and the development of Q as a destination entertainment venue.
- Ability to manage multiple tight deadline projects efficiently and to prioritise competing commitments is must
- Experience in analysis of reporting is preferred but not essential.



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KEY COMPETENCIES & BEHAVIOURS:

COMMUNICATION

Communicates information clearly, adjusting the way they communicate to suit the intended audience.

- Uses a range of appropriate communication tools and methods to communicate effectively.
- Demonstrate a mastery of verbal and written communication skills. Communicates technical information and/or complex information in an easy to understand manner.
- Shares information openly and willingly with others whilst keeping commercially sensitive information confidential
- Presents arguments logically and summarises accurately.

RELATIONSHIP MANAGEMENT/CUSTOMER FOCUS

Proactively has an awareness of and acts to meet customer/client needs.

- Helpful and honest when dealing with clients.
- Provides clients with the appropriate levels of information in a timely fashion.
- Strives to be consistent in the way they deliver customer service.
- Responds quickly and appropriately to customer complaints and facilitates solutions to preserve a win-win situation.
- Seeks feedback on quality of service.

WORK ORGANISATION

Effectively organises all aspects of work in order to achieve high quality and timely output.

- Plans work effectively in order to meet deadlines set by projects/managers or clients.
- Is able to reprioritise tasks efficiently
- Uses available resources and tools as appropriate.
- Keeps manager informed of plans and actions.
- Addresses escalating or conflicting demands.
- Ordered and methodical in the way they approach their work.
- Has the ability to work under pressure and deliver quality work within short time frames.
- Is flexible enough to work in a rapidly changing environment.
- Is a strong multi-tasker who can manage multiple projects at one time without compromising work quality.

INITIATIVE, ANALYSIS & PROBLEM SOLVING

Uses relevant information in analysis of issues and applies reason to reach conclusion from which practical recommendations are made.

- Takes ownership of problem and develops solutions.
- Uses a range of information gathering techniques to identify all relevant information.
- Considers potential implications of decision.
- Takes action.

TEAMWORK

Cooperates, consults and collaborates in order to get a task done.

Establishes and maintains meaningful relationships with colleagues and customers and contributes to the achievement of objectives.

- Is prepared to work to Q's values of Independent, sustainable, collaborative & connected.



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- Acknowledges the contribution of others and participates effectively in teams.
- Addresses the issue rather than the person.
- Always maintains effective working relationship despite any difficulties caused by conflicting roles or differing viewpoints. Will resolve differences of opinion by seeking mutually acceptable solutions.
- Contributes to a supportive team environment by providing support and back up to team members and sharing expertise with others.
- Is highly motivated and energetic and has a “can do” attitude.
- Is able to work in teams from across the organisation, not just within their area of speciality.

REPRESENTATION

- When at Q, you represent Q’s brand and act accordingly.

