



## Role Profile: Social Media Assistant

### Background

*Upstairs at the Western* is Leicester's first pub theatre. It is also the home of Off the Fence Theatre Company, a not-for-profit Community Interest Company.

There are four directors supported by a large team of volunteers in all aspects of the theatre's life.

Off the Fence programme brave, inspiring and engaging performances in two seasons throughout the year (Spring and Autumn). Performances include theatre, comedy, spoken word and musical events and the venue is also available to hire by groups wishing to either rehearse or perform in the space.

As a volunteer-led organisation, *Upstairs at the Western* is looking to recruit volunteers with the enthusiasm and skills to help achieve its ambitions, particularly by providing an excellent audience experience, establishing itself as hub of creativity in the community and increasing audience numbers to form a loyal customer base.

This is a great opportunity to gain valuable experience marketing a venue and working in the arts, helping a community company to grow and networking with many different organisations and individuals.

### The Role

The Social Media Assistant will ensure that Upstairs at the Western reaches out to new and existing audiences through the venue's social media output, enabling the venue to achieve longevity and sustainable growth. Working closely with the Marketing Manager and Media Manager, you will help deliver the marketing strategy for the venue.

By creating and inputting the social media messages for the venue you will be assisting in the development of the 'voice' of the venue and encouraging new followers and supporters and ultimately, ticket sales.

This role is ideal for an individual with previous experience in marketing and/or experience in delivering social media on behalf of an organisation. As Social Media Assistant you will have excellent communication skills, attention to detail, an awareness and enthusiasm for the arts, be well organised and able to work independently as well as part of a team. Experience of Twitter and Facebook is essential and Hootsuite would be desirable.

This is a key role in the development of the venue and as such, a regular commitment of several hours a week, particularly in the build up to and during a season, will be required. A lot of the work can be done from home and ideally, the post holder will have access to their own computer and phone.

## List of key responsibilities:

- Devise and input social media messages to Hootsuite to ensure a regular output of engaging, accurate and informative messages are delivered to followers
- To assist in the development and delivery of campaigns to increase followers on social media and their continued engagement
- To assist with planning and project managing promotional/research events and evaluating their success
- Working with volunteers to deliver targeted marketing campaigns designed to increase audiences
- Work as part of the wider team in helping operations to run smoothly and efficiently

For more information please contact

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