



## **The Barn**

**Digital Officer (20 hours per week)**

**Temporary contract for 9 months**

**£8,121.60 for length of contract (£21,996 FTE)**

### **Main Purpose of the Post**

To support the Marketing Manager to develop and deliver relevant and engaging creative digital material for use on our online platforms in line with brand guidelines. Under the direction of the Marketing Manager, plan, coordinate and create an ongoing programme of engaging content across the Barn's digital media channels, website, including story-led content to drive audience engagement. Develop, facilitate, and monitor the Barn's digital strategy and presence, in conjunction with the Marketing Manager, in order to manage and grow brand awareness and increase live and digital event sales. Initiative, creativity, and attention to detail and excellent organisational, communication and people skills are key requirements of the post.

### **Main Duties**

- Work with the extended Barn team to develop and deliver interesting and engaging content for different online platforms featuring the Barn's events programme, projects, takeovers and general interest stories linked to the Barn and its location.
- Under the guidance of Marketing Manager and Head of Creative Programme take on a leading role in the delivery of creative digital engagement projects with artists and audiences.
- Designing supplementary copy, marketing materials, social media content and any other artwork required in line with the Barn's guidelines and style guide.
- Manage the Barn Instagram account differentiating and developing its voice as a space that supports and speaks up for art, artists and environmental awareness.
- Manage the Barn You Tube channel to ensure all videos are listed correctly and promoted.
- Support the Marketing Manager in the creation and dissemination of a content plan across projects, events and creative learning programmes. This includes all online communications: social media, website, blogs, videos, podcasts and e-newsletters.
- Manage the Barn image library, including the development of a proper filing system of all images, old and new, and transfer to One Drive so accessible to entire team.
- Editing film

The Barn | Burn O' Bennie | Banchory | AB31 5QA | [www.thebarnarts.co.uk](http://www.thebarnarts.co.uk) | 01330826520  
The Barn is run by Woodend Arts Ltd, a registered Scottish Charity SC022620  
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- Creating on brand graphics for the Box Office screen.
- Creating on brand graphics for the pre-film slides.
- Investigate and test new platforms and technology, explore this in line with the organisational vision.
- Be on site when appropriate, taking relevant photographs and video footage for use online.

### **General**

- To participate in relevant team meetings
- To provide relevant copy and data as required for funding applications and monitoring reports
- To support teambuilding and fundraising events as part of the wider Barn team



## Skills and Person Specifications

Essential	Desirable
<ul style="list-style-type: none"><li>• Experience in curating, designing &amp; developing digital content from inception to delivery</li><li>• Knowledge of digital platforms and experience of utilising features on social media channels</li><li>• Excellent verbal and written communication skills</li><li>• Experience of copywriting with a keen attention to detail</li><li>• Experience of design and editing content</li><li>• Film editing experience</li><li>• Keen interest in the arts</li><li>• Excellent organisational skills</li><li>• Ability to work well in a team and on own initiative</li><li>• Ability to work under own initiative, work to deadlines, and deliver to agreed targets</li><li>• A positive and solutions focussed approach in the workplace</li><li>• Ability to work productively under pressure, and maintain attention to detail</li></ul>	<ul style="list-style-type: none"><li>• Experience of producing digital content within the arts</li><li>• Experience of growing digital audiences</li><li>• Experience of creating content to brand guidelines</li><li>• Experience of working with packages such as Canva, Hootsuite and Mailchimp</li><li>• Ability to travel independently</li><li>• Knowledge of graphic design</li></ul>



## **Reporting Structure**

On a day-to-day basis the post-holder will report to the Marketing Manager, under the team led by Head of Creative Programme.

## **Hours**

20 hours per week. Hours to be arranged and can be flexible. Occasional evening and weekend working will be required.

## **Pay and contract**

This is a temporary position for 9 months. Salary is £8,121.60 for length of contract (£21,996 FTE)

28 days Annual Leave entitlement (pro rata to 21 days for the contract)

Automatic enrolment into company pension scheme

## **Benefits**

Complimentary tickets to selected shows

Priority booking for events at the Barn

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