

Rochdale Creates – Social Media & Content Creation Placement (Royal Exchange Theatre)

Post Title: Social Media & Content Creation Assistant Placement

Contract: Placement, fixed term July – September 2024

Rate of pay: £140 / day for 6.5 days. Total value of contract: £910

Application Deadline: Thursday, 18th July '24 by 12noon

Interview Date: Tuesday 23rd July '24

Hours & Place of work:

- 1 planning day (late July – RET / online)
- 5 days Festival work (8th – 18th Aug '24 (dates tbc), Rochdale)
- 0.5 day follow up session (date & location TBC)

Individuals must be registered as self-employed and have a Unique Taxpayer Reference number (we can point you towards support to register).

Background

Rochdale Development Agency has secured funding to offer a total of 8 Mid-Career Placements for Rochdale creatives, with our established partner organisations.

The placements are aimed at creatives of any discipline, who have gained work and volunteering experience in organisations or through their own practice, or have recently graduated and are looking to expand their skills and experience to take the next step in their career.

About the Royal Exchange Theatre & The FestiDale

The Royal Exchange Theatre (RET) is the largest regional producing theatre in the UK, which sits at the heart of Manchester's vibrant cultural scene. We are the North West's largest and only full-time, text based producing theatre – commissioning, creating and developing original and ambitious work in our unique in-the-round space, throughout the building, across the City and beyond.

Audiences and communities are at the heart of everything we do and have been our inspiration since our inception in 1976. Our theatre is a distinctly democratic space, where actors and audiences enter and exit through the same doors. It invites everyone to engage in big ideas, imagine what the future could hold and to lose themselves in the power of storytelling.

Alongside the work we do on stage, we've established an award winning community engagement programme called Local Exchange, which is delivered across the region and provides transformative points of connection and exchange. This aspiring programme has been developed for and with communities, it builds on existing partnerships, develops new connections and brings together people, places and artists to cement long-last relationships with the communities we visit. As part of this journey, we bring The Den, a "pop up" version of the theatre into these communities to create a 2 week festival of fun, workshops, performances and community connection.

This year, The Den is back on the road and headed to The FestiDale! **The FestiDale** is a brand-new festival named and curated by the Rochdale Local Exchange Ambassadors and Champions, hosted by Kingsway Park High School, Rochdale, from **Thursday 8th – Sunday 18th August 2024**. There'll be something for everyone in this vibrant, captivating programme in the Royal Exchange's eco-friendly mobile theatre, the Den. With a pay-what-you-can model, each production, workshop and activity is accessible and open to everyone who wants to come along.

The placement programme is part of Rochdale Creates' programme of work, funded by the UK government through the UK Shared Prosperity Fund.

Purpose of the Role

As part of The FestiDale, Rochdale Creates and the Royal Exchange Theatre are looking for a Social Media and Content Creation Assistant to help plan, schedule, record and create social media posts/content for The FestiDale. You will shadow key members of the team before actively contributing to The FestiDale's social media campaign. Based at Kingsway Park High School, you will be in the heart of The FestiDale to capture key moments and help publicise events to the local community.

This role is ideal for anyone who wants to develop their experience in content creation and gain further insight into the effectiveness of using social media to promote events within local communities.

Key Tasks & Responsibilities

As part of your placement you will be expected to:

- Support the creation and delivery of a social media strategy for the FestiDale
- Create content promoting the FestiDale and all activities around the festival for RET Facebook, Twitter, Instagram, LinkedIn and TikTok accounts
- Schedule content to go out around key events
- Engage with members of the community to collect their feedback from the event
- Liaise with our Stage Management team to schedule access to performances

- Ensure all media consent forms are collected and stored in compliance with best GDPR practices and in line with RET's data protection policy (training provided)

What the RDA and host organisation (Royal Exchange Theatre) will offer

The host organisation will act as main contact point for the placement holder, and offer induction training and a main contact person throughout the placement period. Space to work will be available during the FestiDale, as well as laptops. We would expect placement holders to provide their own laptop / phone for the induction meetings before the festival, and any work required after the festival.

A follow up session with the lead contact will be scheduled after the placement has finished, to provide additional support in planning application of learning for the placement holder.

The RDA will provide travel expenses for meetings at the Royal Exchange Theatre, as well as a main contact person in the organisation to support the placement holder. A meeting with all placement holders will be scheduled later in the year to exchange learning and facilitate networking.

The RDA will signpost the placement holder to any further learning opportunities, and support the creation of a profile on the Rochdale Creates website.

The ideal candidate will:

- (E) Be 18 years or older on the start date of the contract
- (E) Have some experience in digital content creation
- (E) Have knowledge of how to use social media platforms and editing software such as Facebook, Twitter, TikTok, Instagram, LinkedIn, Canva, Photoshop
- (E) Have some understanding of how to effectively use algorithms to promote content
- (E) Be an excellent communicator, experienced in communicating with a variety of stakeholders
- (E) Have a strong commitment to equity, diversity and inclusion & environmental responsibility
- (D) Have experience and a strong interest in working with artists and local communities in Rochdale
- (D) An understanding of GDPR and best practice
- (D) Experience of working in a community setting
- (D) Knowledge of the local area and community groups

Please note we are particularly interested in candidates who live or work in Rochdale Borough, and as an equal opportunities employer, we also welcome applications regardless of age, sex, disability, race, gender reassignment, sexual orientation, religion & belief, martial & Civil Partnership status or socio-economic background.

How to apply

We want to find out how your ambitions and experience are a good match for the placement. In a 2-page covering letter (max) & CV or voice/video recording (5min maximum), please outline:

- Why you are interested in this role
- How your ambitions and experience match the job description above
- How your commitment to equity, diversity and inclusion, and environmental responsibility is evident in your previous work / voluntary / lived experience
- Your availability on the outlined dates

Applications should be submitted to: admin@rochdalecreates.co.uk, clearly stating 'Social Media and Content Placement' in the subject line.

Deadline: Thursday, 18th July '24 by 12noon

Selection Process

Applications will be anonymised and scored against the requirements above by our selection panel. Shortlisted candidates will be invited to an interview, which will take place on Tuesday 23rd July 2024.

For an informal chat about the role please contact: Annika Edge, Principal Culture Officer, RDA on a.edge@investinrochdale.co.uk.