

January 2014

chesterperforms

Digital Copywriter

We need a first rate digital copywriter to start asap.

Chester Performs is a diverse producer of theatre, music, festivals and site-specific art. We are a unique arts organisation in that we directly produce our work. That includes running in-house companies such as Grosvenor Park Open Air Theatre (the only full-time professional open air theatre company outside London) and Ensemble Deva (a new international-class chamber ensemble), the latter forming the backbone of the MBNA Chester Music Festival.

We play an important role in Chester's cultural landscape by providing a year round programme of site-specific festivals and events. We produce and stage theatre, literature, film, music, installations and spectacular community events. This innovative work has been presented across the city on its historic walls, on the river, in the zoo, in bars, castles, parks, shops, parks and hotels.

In 2010 we founded Grosvenor Park Open Air Theatre, acclaimed as the finest of its kind outside London and described as the 'the northern alternative to Shakespeare's Globe and Regent's Park' by The Guardian. We have continued to develop the theatre since its debut and, in 2013, we welcomed 16,000 theatre-goers into our intimate 400 seat wooden O.

Also in 2013, we staged the first MBNA Chester Music Festival. The result was the creation of Ensemble Deva, led by rising-star violinist Giovanni Guzzo, leader of Manchester Camerata. It includes section leaders of the Hallé, Manchester Camerata and Royal Liverpool Philharmonic Orchestras alongside acclaimed international chamber musicians. Our intention was to create a world-class chamber music festival concentrating on northwest talent.

Our other projects include the Essar Chester Literature Festival, live art spectacular Up the Wall, the delightful outdoor cinema Moonlight Flicks, the free, fun and informal Family Saturdays, newly acclaimed pop-up empty shop programme Rogues' Galleries and new festival of reading, writing and sharing WayWord.

Job Description

We need an experienced and highly creative Digital Copywriter to join the Chester Performs team. He / she will take responsibility for increasing the organisation's online profile and developing content for press, print and direct marketing activity.

This job description is only a guideline and by no means limits the post holder to the tasks listed.

Post Title:	Digital Copywriter
Reports To:	Marketing Manager
Salary:	£22,000 (pro rata)
Hours:	60% i.e. 22.5 hrs per week, with additional hours required at various points, with some time off in lieu for excessive hours worked. This is an initial maximum term contract of 12 months.
Location:	Chester – but may sometime necessitate travel and work across region
Holidays:	20 days (pro rata), plus statutory holidays
Purpose of the Post:	To take responsibility for increasing of the organisation's online profile and developing content for press, print and direct marketing activity.

Person specification

Skills Needed:

- Proven experience of successfully creating content for different platforms and audiences
- Ability to adapt strategic messages to suit a range of target audiences
- A proven track record of developing and using digital channels and tools to achieve marketing objectives
- Skilled in writing clear, concise, attractive and grammatically correct copy
- Highly organised and methodical with an excellent eye for detail
- Experience of managing web content management systems
- Good interpersonal skills
- Ability to prioritise workload and work to tight deadlines

Main duties:

- To be responsible for raising the profile of the organisation and its programme through digital channels, this includes; blogs, emails, websites, social networks, content sharing sites
- To be responsible for communicating the Chester Performs brand creatively and consistently through digital, print and direct marketing channels
- To be responsible for writing copy for a range of medias, which strategically target different audiences

- To be responsible for creating press release and other editorial content
- To be responsible for developing new online communication opportunities
- To provide accurate and creative copy writing and proof reading skills
- To manage and maintain positive relationships with partners and stakeholders

Other Areas:

- To take responsibility for specific campaigns as agreed with the Marketing Manager
- To assist with the development and implementation of audience development plans
- To represent and promote the organisation on a range of local, regional and national networks
- To utilise resources effectively and efficiently and be sensitive of the company's resources
- To follow company guidelines, procedures and policies in relation to management, confidentiality and project evaluation
- To develop and maintain good relations and communications with all staff and sub-contractors
- To work in accordance with Chester Performs' Equal Opportunities Policy, Health and Safety Policy, Race Equality Action Plan and Child Protection Policies

How to apply

Please send a c.v. and supporting letter of application by email to emily@chesterperforms.com. All applicants must also complete an Equal Opportunities monitoring form, which can be completed online at www.chesterperforms.com/equal-opportunities. We do not accept applications in writing.

Those selected for interview will be asked to complete a written task.

Application deadline: Wednesday 29th January 2014

Interviews: w/c 3rd February 2014

Start by: March 2014

Equal opportunities

We actively encourage and will consider all qualified applicants regardless of marital status, gender, sexuality, disability, age, colour, race, religion, nationality, ethnic or national origins.

If you have any questions please email amy@chesterperforms.com or call 01244 409113.
www.chesterperforms.com