

Kickstart Role
HEAD OF SOCIAL MEDIA
Recruitment Pack





**Thank you for your interest in the role of
HEAD OF SOCIAL MEDIA
supported by the Government's Kickstart Scheme.**

Background

Icarus Theatre Collective's mission is to re-energise traditional performance styles and texts for touring productions.

We create work that is dark, expressionist, and dramatic. We believe that theatre is a deliciously destructive force. Our productions aim to surprise, tantalise, and make the unseen seen.

Icarus Theatre Collective (ITC) is an award-winning theatre company and registered charity (No. 1134535) founded in 2004 by our CEO and Artistic Director Max Lewendel.

Icarus Theatre Collective has an office space based in Bermondsey, London and tours its shows internationally throughout England, Ireland, and Europe.

We hired our first Kickstart team member in May 2021, and since then our team has rapidly expanded. Our Kickstart staff are an integrated part of Icarus and provide a wealth of experience and skills to our diverse team.

The role of HEAD OF SOCIAL MEDIA is supported by the Government's Kickstart Scheme <https://www.gov.uk/government/collections/kickstart-scheme>.

Please note this role is only open to candidates aged 18-24 and in receipt of Universal Credit in line with the Government's Kickstart Scheme.

To apply, please send your CV, Cover Letter, and Equal Opportunities Monitoring Form to hiring@icarustheatre.co.uk. To be considered for the position, your work coach **must** refer you through the Kickstart programme. (You may send in your documents before or after you are referred, but we cannot offer you the job until you are).

Job Description:

The Head of Social Media will be in charge of the Social Media department, and will take responsibility for Icarus Theatre Collective's online social presence. The aim of this position will be to keep the Icarus community and followers up to date with our latest shows, workshops, events and company developments. The Head would also aim to increase Icarus' social followers and engagement and bring new ideas for marketing and content creation.

Responsibilities include:

- Attending weekly department meetings
- Working with the whole Icarus team to keep our followers up to date with any exciting news, developments and shows, across departments
- Creating engaging and exciting content for our Instagram, Twitter, Facebook, Youtube, etc, as well as for our monthly newsletter
- Collaborating with members of other teams such as Website Developers, Production Associates, and Fundraisers to market and share information online in a way that is cohesive and fitting with the Icarus Brand
- Research other theatres and brands, to be aware of social media and marketing trends within the arts and further afield, in order to share relevant but original content



**Essential skills include:**

- Experience and/or the desire to learn about creating online social content tailored to our specific artistic vision and brand.
- An understanding and/or the desire to learn how to use a variety of social media platforms including Facebook Business Suite, Twitter, Instagram, Youtube, as well as scheduling platforms and apps.
- Ability to work independently and be proactive in creating new ideas and concepts, and the organisation to keep on top of regular posting and meet posting deadlines.
- A team player with the ability to communicate effectively with people at all levels. It's important to reach out to all different team members and keep your finger on the pulse throughout different departments in order to create a platform for each area of the company.
- The creativity to come up with regular posts, think of new ways to engage with followers and evolve our social media presence, using basic software to create text posts and images.

Desirable skills include:

- Previous experience or training in a social media role
- A basic level of understanding in marketing and branding
- A passion for theatre and the arts
- Ability to use, or desire to learn, software such as Canva, Photoshop, or InDesign
- Good writing skills, for writing engaging captions, tweets, and especially our newsletter

Contract and Terms

Role: HEAD OF SOCIAL MEDIA

Salary: £9/hour.

Hours: 25 flexible hours per week.

Contract: 6 months fixed-term contract, subject to a probationary period of 2 months.

Notice: 2 weeks during probation, then 4 weeks.

Holiday: 8.75 days/70 hours of holiday across the duration of the contract.

Breaks: Staff's 25 hours of paid time per week includes 3 hours for lunches, and a 5-minute desk break every hour.

Training: Kickstart staff are entitled to up to £200 and up to 30 paid hours to spend on professional training or other personal development needs. Additionally, during their working hours staff will be required to participate in TWIN training at home, Lambeth council, and/or Jobcentre for one to two hours per week across the six months. This will include basic employability training including CV development, mock interviews, and completing several online modules.

The Candidate's first three working days will consist of a series of inductions and preparatory meetings with HR and their Supervisor, to ensure they are fully equipped to fulfil their role to their best ability.

Closing Date: [Noon Friday 12th of November 2021](#)

Interviews Begin: [w/c Monday 15th of November 2021](#)

Estimated Start Date: [w/c Monday 29th of November 2021*](#)

[w/c = week commencing]

