



EASTSIDE COMMUNICATIONS AND DIGITAL COORDINATOR - JOB PACK

ABOUT EASTSIDE

Eastside is an award-winning and market-leading arts education charity, inspiring thousands of children and young people each year across London and beyond, through delivering outstanding creative and cultural participation opportunities across a range of art forms including singing, acting, dancing, filmmaking, visual arts, spoken word, carnival arts and many more.

Celebrating its 25th Anniversary this year, Eastside strives to help young people develop their creative thinking, so they can become the problem-solvers of tomorrow. We achieve this by engaging children and young people through direct participation in the arts, enabling them to work with professional artists and creative practitioners, both in and outside school, with a particular focus on areas where our help is needed most.

Eastside's schools programme consists of a wide variety of exciting creative projects for primary, secondary and SEN schools. Alongside this work, Eastside has delivered a range of youth film and digital programmes on and offsite. This includes delivering eight annual **BFI Film Academies** - offering masterclasses and mentoring in all aspects of filmmaking; **BBFC - Females in Film** - a 6 month mentoring programme with industry professionals as well as an intensive week of workshops and talks. This summer we ran a **Promo and Documentary** making programme - setting young filmmakers the task of working with professional partners to create a short piece of content. In 2018 Eastside established **Eastside Film Crew**, a high quality training programme for diverse emerging young filmmakers enabling them to develop their skills, industry connections and showreels through working with Eastside mentors to deliver professional commissions for the Arts and Cultural sector.

JOB DESCRIPTION

The Eastside Communications and Digital Coordinator is a new role that we have created to work alongside the Film and Digital Programme Manager to drive forward the wider Eastside Digital Communications strategy, as well as delivering project support to our exciting range of film programmes, such as BFI Film Academy, BBFC Documentary Project and Females in Film. The work of this role encompasses all of Eastside's digital marketing and communications, supporting the creation of Eastside's in-house promos and digital resources, upkeep and development of our website content and the maintenance and development of our wider networks including Eastside artists, programme alumni and supporters.

This role will suit somebody who has been working within the communications and digital sector and wishes to further develop their skills in these areas as well as growing their knowledge of digital content creation, and youth-led film projects.

Reports to: Film and Digital Programme Manager

Key relationships with: Programme participants, Eastside artists, programme alumni, Eastside Schools Engagement coordinator.

Main Duties

Company communications:

- lead on the management of Eastside's refreshed website management
- add/adjust adwords to optimise SEO on Eastside's website
- collect ideas from programmes and projects and write blog post
- create/design eye-catching social posts, flyers, invites, programmes or similar
- support the development and delivery of Eastside's social media strategy
- co-ordinate the social media calendar and post updates on a regularised basis
- report on the data insights of social posts and website traffic
- manage Eastside contacts databases
- manage the logging and selection of testimonials and photos from projects
- format and send the CEO's monthly blog
- select and schedule blogs from Eastside artists or teachers from participating schools
- assist with the design and distribution of company documents such as the annual report
- assist with stakeholder communications for Eastside events
- answer the phone and the door to enquiries and visitors
- support the Schools Engagement Coordinator with the marketing and recruitment to the schools programmes including the new **Raise the Curtain** programme.

Digital content creation and management:

- support the creation of Eastside promos and digital resources (these promos will be created for Eastside's schools programme and other organisations) including:
 - practitioner communications and contracting
 - managing production budgets
 - distribution of call-sheets
 - location scouting and logistics
 - other paperwork including Risk Assessment and release forms
- manage and promote the company YouTube account to best showcase Eastside's digital programme outputs including short films, promos, documentaries and learning resources

Programme support:

- lead on participant recruitment - including contacting schools, Further Education colleges and other youth services
- manage all participant communications
- manage the set-up and pack up of film and digital training sessions in our in-house spaces
- support artist recruitment, contracting and communications
- support the financial administration of key programmes
- support the logistics and guestlist of sharing and screening events
- support with the maintenance of Eastside's film and digital equipment
- support the development of new programmes
- Implement safeguarding procedures as and when necessary/appropriate
- Process DBS documentations with artists
- Share alumni opportunities

Other duties:

- attend symposiums or meetings where appropriate to represent Eastside
- support non-film and digital programme events
- contribute to team meetings and support wider organisational development
- support the general smooth running of the organisation and the premises

Person specification

Knowledge & experience:

- a minimum 1.5 years experience of working in digital communications / content creation / youth film programme work or equivalent
- Reporting on social media insights and data
- some experience with film cameras or editing (desirable)
- interest in copy writing/blog writing
- good understanding of social media platforms and their reach
- experience of working as part of a team in a busy work environment

Skills & abilities:

- experience of managing a website CMS
- excellent communication skills both written and verbal
- highly proficient in the use of Microsoft Office
- expert social media communicator
- excellent focus and attention to detail
- intermediate skills with Photoshop, InDesign and/or Illustrator (preferable - not required)

Qualities & behaviours:

- friendly, positive and helpful demeanour
- clear and confident communicator
- methodical and measured approach to work
- calm under pressure
- committed to the aims and ethos of Eastside
- ability to deal sensitively and effectively with people representing diverse interest groups

Hours, pay and benefits

Salary: £22,000 - £24,000 per annum dependent on skills and experience

Shifts: Normal working hours 9.30am to 5.30pm Monday to Friday with occasional evening or weekend shifts dependent on project need, with time off in lieu.

The start date for this position will be from the **20th January 2020** depending on notice periods.

Location: Eastside's office on Hackney Road, E2 7NX with occasional project or location visits when required.

Probation: three months

Notice: one week during probation, six weeks thereafter

Holiday: 20 days per annum plus bank holidays and two additional weeks during the Christmas period when the office is closed

Pension: you will be enrolled in Eastside's pension scheme on successful completion of probation. Full details on request.

How to apply

1. Log your contact details here: <http://bit.ly/commsdigitalcoordinator>
2. Email us on jobs@eastside.org.uk with an up to date CV or no more than two sides and a covering letter no longer than 1 side of A4 explaining why you would make a great candidate for the role.

For information or questions about the role, contact us on 020 7033 2380

Closing date for applications is: 9am on Friday 13th December

You will need to be available for interview on Tuesday 17th December

Thank you for your interest and good luck with your application!