

Content Creation Lead

Application pack

THE GRAND
THEATRE | BLACKPOOL



Content Creation Lead

THE JOB

In recent years, Blackpool Grand Theatre has embraced the digital transformation, aligning with shifting audience preferences where over 70% now choose to book online.

While building on proven strategies, the theatre remains at the forefront of innovation, ensuring its content and digital engagement resonate with the demands of a digital-first audience.

To stay ahead in this landscape, the theatre is further investing in its digital future, focusing on the creation of compelling, dynamic content that captivates audiences at every touchpoint.

From engaging videos and podcasts to insightful interviews and behind-the-scenes features, the goal is to craft personalised, memorable experiences that inspire audience connection and foster long-term loyalty.

The role will be key in supporting our Creative Learning and Development department to maximise awareness and potential impact of our award-winning Story-Led Resilience and community engagement programmes through the creation of digital assets.



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ENGLAND**

This role is funded by
Arts Council England

THE IDEAL CANDIDATE

As the digital Content Creation Lead, you will be technically competent to lead on the creation of assets for Blackpool Grand Theatre's digital storytelling strategy.

You'll lead the planning, creation, and assistance in the distribution of all digital content across multiple platforms. This includes leveraging cutting-edge tools and systems to produce videos, audio content, and other creative formats that reflect the theatre's values and resonate with diverse audiences.

You will play a pivotal role in the theatre's ongoing digital evolution, ensuring that content aligns with a seamless, customer-focused journey. From educating and inspiring new audiences to engaging younger audiences (18-30) to participate in theatre activities, your efforts will directly contribute to strengthening relationships and showcasing the theatre as a vibrant hub for all generations and communities, enhancing revenue.

In this dynamic role, you will lead content planning with an innovative mindset, working collaboratively to deliver multi-channel campaigns. Your expertise in using content creation tools and platforms will ensure every interaction is impactful, whether it's a captivating video series, a behind-the-scenes podcast, or interactive social media features.

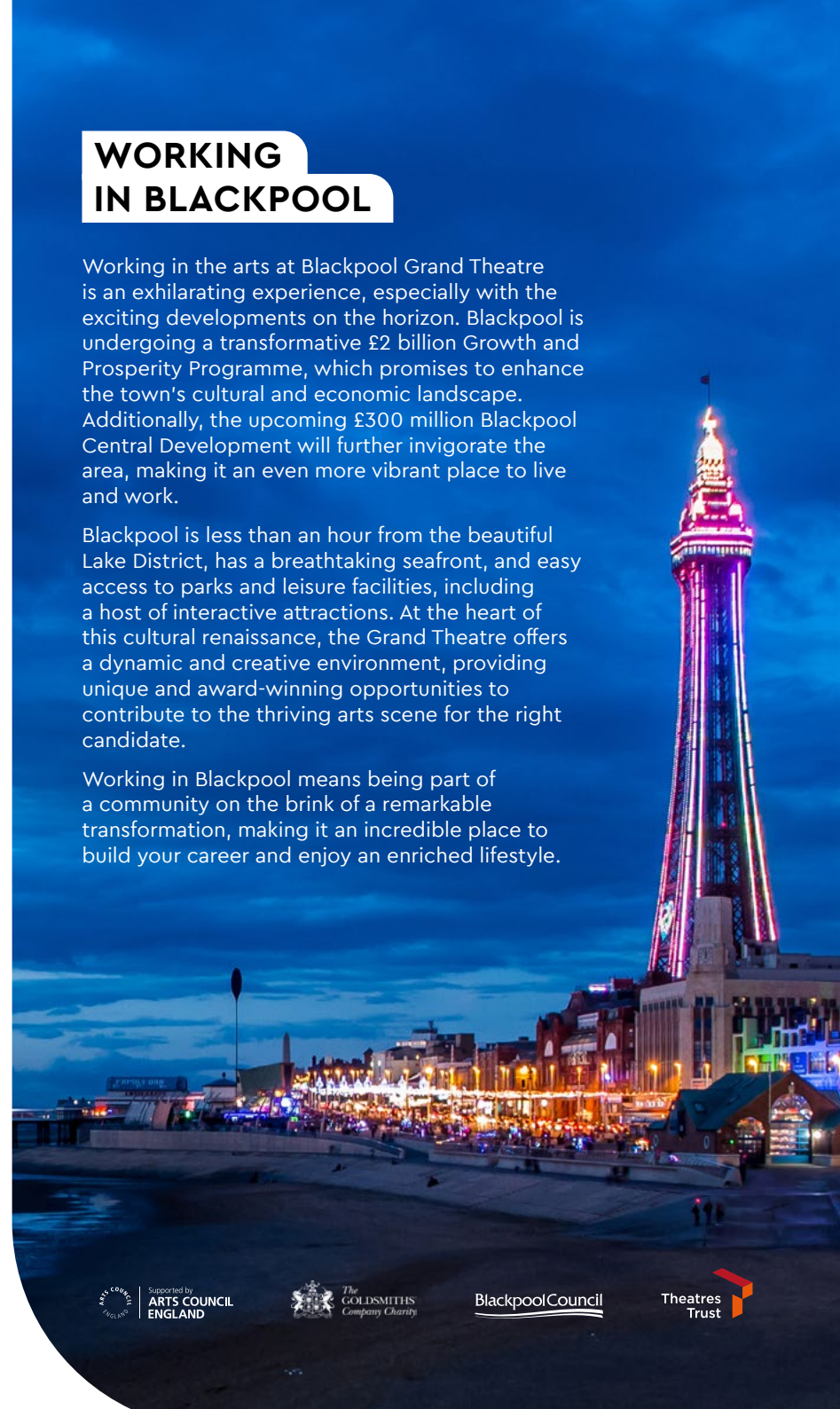
If you're passionate about crafting exceptional digital content, connecting audiences through creativity, and using your expertise to shape the future of theatre engagement, we invite you to join us. This is more than a role - it's a chance to make an impact at the intersection of storytelling, creativity, and engagement.

WORKING IN BLACKPOOL

Working in the arts at Blackpool Grand Theatre is an exhilarating experience, especially with the exciting developments on the horizon. Blackpool is undergoing a transformative £2 billion Growth and Prosperity Programme, which promises to enhance the town's cultural and economic landscape. Additionally, the upcoming £300 million Blackpool Central Development will further invigorate the area, making it an even more vibrant place to live and work.

Blackpool is less than an hour from the beautiful Lake District, has a breathtaking seafront, and easy access to parks and leisure facilities, including a host of interactive attractions. At the heart of this cultural renaissance, the Grand Theatre offers a dynamic and creative environment, providing unique and award-winning opportunities to contribute to the thriving arts scene for the right candidate.

Working in Blackpool means being part of a community on the brink of a remarkable transformation, making it an incredible place to build your career and enjoy an enriched lifestyle.



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Blackpool Council



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Blackpool Grand Theatre is at the heart of the cultural scene in the town, bringing fantastic shows to its audiences with many actors who have appeared on its stage going on to have hugely successful careers.

It also offers invaluable creative experiences to children and young people through its Grand Young Company and award-winning Story-led Resilience Programme helping to build confidence and skills. We're delighted to support the theatre as one of our National Portfolio Organisations and offer hearty congratulations on its 130th anniversary!

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Jennifer Cleary
Director, Combined Arts and North
Arts Council England

RESPONSIBILITIES

The digital Content Creation Lead will champion audience engagement by weaving compelling stories that showcase the transformative power of theatre in everyday life. Working within the theatre brand family, they will elevate the theatre's appeal, daring to push creative boundaries and spark new conversations. By embracing cutting-edge technologies and exploring untapped platforms, they will craft content that captivates a wide range of audiences and ages and give a powerful voice to those less heard, ensuring the theatre remains a beacon of inspiration, inclusivity, and innovation.

Key Responsibilities

Content Creation & Platform Management

- Plan, film, and edit engaging video content, including interviews, reels, trailers, behind-the-scenes features, and educational content for platforms such as TikTok, Instagram Reels, YouTube, and Facebook Stories.
- Develop high-quality audio content, including interviews, podcasts, and vox pops to complement the theatre's storytelling initiatives.
- Create and adapt content for new and growing platforms such as @Threads and Bluesky.
- Collaborate with external specialists on AR/VR and drone-based projects for virtual theatre tours, interactive storytelling, and immersive educational experiences.

Community & Educational Engagement

- Develop content that highlights the theatre's community outreach and amplifies underrepresented voices, ensuring inclusivity and diversity in storytelling.
- Produce engaging, curriculum-aligned digital assets, such as webinars, educational series, and live-streamed workshops for schools and local organisations.
- Use data-driven insights to create targeted campaigns that resonate with low-engagement audiences.

KPIs and Performance metrics

- Understand the Arts Council England requirements for the successful delivery of funded projects.
- Monitor and report on progress against specific criteria to demonstrate outcomes are being achieved.
- Additionally, there are specific targets for content performance for specific demographics, measured through analytics.

Technical Mastery & End-to-End Production

- Manage all aspects of content creation, from concept to delivery, ensuring high standards across all platforms.
- Demonstrate expertise in Adobe Suite, Final Cut Pro, DSLR cameras, and social media management tools.
- Ensure all content meets accessibility standards, including captioning and visual clarity.

Collaboration & Teamwork

- Work closely with the Audience, Marketing, and Creative Development teams to align content with broader theatre goals.
- Collaborate with specialist freelancers/agencies for advanced projects (e.g., drone filming, AR/VR development).

Innovation & Future Trends

- Explore AI-driven storytelling, live-streaming opportunities, and interactive media to captivate and engage audiences.
- Stay ahead of emerging trends and technologies, demonstrating curiosity and enthusiasm for future developments.

Administration & Archiving

- Create and maintain a well-organised archive of digital assets, ensuring accessibility for future projects.
- Adhere to company standards and branding, copyright, data protection, and accessibility standards in all content creation.

Data-Driven Insights

- Produce regular reports on digital campaign performance and audience engagement metrics.
- Utilise analytics to refine strategies, identify growth opportunities, and align with revenue targets.



WHY JOIN US?

If you're a talented and organised leader, this is your chance to make a significant impact in a fun, engaging atmosphere while advancing your career. Be part of a community on the brink of remarkable transformation and enjoy an enriched lifestyle in Blackpool.

Being part of the Blackpool Grand means you will be working collaboratively with visiting partners including The Royal Shakespeare Company, English Touring Theatre, Sadler's Wells Breakin' Convention,

PW Productions, ATG Productions, UK Productions, Ramps on the Moon, and Children's Theatre Partnership. We work with leading marketing companies EMG, DR5, Chameleon, Showplanr, Bound and Gagged, and Helen Snell.



Employment

Full Time (40 hours inclusive of lunch break. If you are required to work on a public holiday you will be entitled to time off in lieu by arrangement with your line manager).

Funded Position: Fixed contract until 31st March 2026, if extension year funding is agreed, then to 31st March 2027.



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Salary

£25,000 per annum.



Holidays

20 days' holiday during each holiday year. In addition, you are entitled to 8 public holidays



Location

Blackpool Grand Theatre (you may on occasion be required to work from home or in other places around Blackpool).



Reporting to

Marketing Manager.

PERSONAL SPECIFICATION

What We're Looking For

- **Visionary Storyteller:** A creative individual passionate about amplifying the theatre's mission through innovative content.
- **Technologically Savvy:** Proficient in Adobe Suite, Final Cut Pro, DSLR cameras, podcasts and social media platforms.
- **Self-Starter:** Capable of managing projects end-to-end while collaborating effectively with internal teams and external partners.
- **Adaptable Innovator:** Eager to explore new technologies and platforms, with a strong desire to learn and experiment.
- **Community Champion:** Dedicated to creating inclusive, diverse content that resonates with all audiences.

Essential Criteria

- Proven experience in creating content for social media platforms, demonstrated by a portfolio of work.
- Proficiency in Adobe Creative Cloud tools.
- Experience operating DSLR cameras, lighting, and audio equipment.
- Demonstrated ability to identify and capitalise on opportunities for creative storytelling.
- Proven capability to manage and deliver multiple projects within tight deadlines.
- Commitment to learning and applying the latest design and digital trends.
- Attention to detail with excellent organisational skills.
- Knowledge of accessibility standards and tools for ensuring inclusive digital content (e.g. captioning or alt-text usage).
- Flexibility to work evenings and weekends.

Desirable Criteria

- Demonstrated understanding of Blackpool Grand Theatre's offerings, heritage, and role within the community.
- A passion for theatre and performing arts.
- Practical project management experience (work experience/qualification).
- Experience conducting audience-focused interviews to gather authentic stories.
- Experience working with community-focused or non-profit organisations.
- Active engagement in creative or cultural sectors beyond work experience, such as blogging, vlogging, or event hosting.

Our Vision

Blackpool's Grand Theatre is to be a nationally recognised local resource committed to inspiring a life-long love of [the] theatre.

Our Mission

We offer opportunities to enjoy, participate and learn through theatre.

Our Values

Trustworthy | Respectful | Professional
Open and Honest | Welcoming and Helpful.



Photographer: Sean Conboy.

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As we celebrate 130 years of vibrant performances and timeless stories, we should also honour the theatre's vital role in shaping our cultural landscape. The cultural arts are for everyone, and they are incredibly life enhancing and The Grand's beautifully rich arts heritage is something to be very proud of. Here's to the countless moments of inspiration and connection that await us in the years to come.

Alistair Armit
Chair, Blackpool Grand
Theatre (Arts & Entertainment) Ltd.

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Stephen Daldry's Multi-award-winning National Theatre production of JB Priestley's classic thriller *An Inspector Calls*.
Photographer: Mark Douet.

HOW TO APPLY

Blackpool Grand Theatre aims to attract, develop and retain the best talent for all roles and will always appoint based on merit. We consider that diversity is good for the art we make, good for artists, good for audiences, and good for the cultural sector.

Blackpool Grand Theatre is an equal opportunities employer. We value diversity in our workforce and positively encourage applicants from all sections of the community, particularly applicants under-represented across the arts workforce.

How to apply:

Complete our application form and equal opportunities form. You must fill in this form **as CVs and covering letters are not accepted.**

We want to make sure that our application process is accessible to everyone, so please do tell us if you need any of this information in another format.

Send in your application to us:

Email your application form to recruitment@blackpoolgrand.co.uk using the subject line **CONTENT APPLICATION** or post the form to;
Administration
Blackpool Grand Theatre,
33 Church Street,
Blackpool,
Lancashire FY1 1HT

In your application, please tell us about your relevant skills and experience and how you meet the person specification.

Further information on how we use and store the data provided in your application form is available on our website blackpoolgrand.co.uk/jobs

THE GRAND
THEATRE | BLACKPOOL



The Olivier, Tony & Grammy award-winning best musical
Dear Evan Hansen.
Photographer: Marc Brenner.

APPENDIX

KPIs & Performance Metrics

Performance Metrics:

- Produce and deliver at least 12 high-quality video/audio projects per quarter, including interviews, trailers, educational materials, and community storytelling (Completion of content projects within predetermined deadlines. Assess content quality through engagement metrics (average views, retention rates) and audience feedback.)
- Increase the proportion of followers aged 18–30 by 8% across all platforms, ensuring this segment comprises at least 18% of the total audience by year-end (Monthly demographic reports from social media analytics. Track the reach of content specifically targeted to younger audiences, such as TikTok trends or Instagram Reels challenges. Partner with influencers and creators popular with Gen Z audiences (1997–2012 – currently 12–28yrs) to co-produce content. Incorporate trending topics and memes relevant to younger demographics into content themes. Utilise targeted paid advertising on platforms like Instagram and TikTok to reach younger users specifically.)
- Achieve a 10% increase in average engagement rates (likes, comments, shares, saves) across TikTok, Instagram Reels, and YouTube by the end of Q4 2024. (Assess current engagement metrics for each platform and calculate quarterly targets. Tracking engagement per post type (videos, reels, stories) to identify which formats perform best. Monitoring platform-specific growth, ensuring consistent improvement across all active social media accounts. Create platform-specific content calendars to target audience preferences on each channel. Use native analytics tools and third-party platforms to monitor trends and adjust strategies.)
- Develop and launch at least 5 interactive media projects (e.g., AR/VR experiences, live-streamed events) within 12 months (Completion and deployment of each project within the agreed timeline and budget. Evaluate engagement and feedback through surveys and analytics post-launch. Track participation rates for interactive events and compare them with non-interactive projects. Collaborate with external specialists for AR/VR and drone projects. Allocate a specific budget and time for experimenting with emerging technologies. Use insights from test launches to refine and scale interactive projects.)
- Collaborate on 5 projects amplifying underrepresented voices or engaging low-participation communities over the next year (Partner with local organisations to co-create content that reflects their stories and voices. Create a dedicated content series focused on community impact and diverse representation. Actively involve underrepresented audiences in content development through workshops or advisory panels.)
- Drive audience growth and revenue by supporting targeted marketing campaigns focused on attracting new attendees and engaging existing ones. This includes executing data-driven strategies across digital platforms, enhancing ticket sales, and promoting ancillary revenue streams such as food and beverage, memberships, and merchandise. Key performance indicators (KPIs) will include audience growth rates, campaign ROI, engagement metrics (click-through rates, conversions), and ticket sales per campaign. Success will be measured by meeting or exceeding set targets for audience retention, revenue generation, and campaign effectiveness while ensuring consistent brand representation and high-quality content delivery.

