

Job title:

# Bilingual Digital Marketing Officer



[wno.org.uk](http://wno.org.uk)

Welsh National Opera exists to bring the power, drama and raw emotion of opera to as wide an audience as possible. As a national Company with an international status, WNO's fundamental aim is to entertain and engage audiences at our operas, concerts and events. Building on our 75 years, with strong roots in our communities, we provide transformative experiences through our world-class performances, education, talent development and engagement work; to broaden and develop new and diverse audiences; to demonstrate that opera is a rewarding, relevant and universal art form.

## Job Description

**Responsible for supporting all day to day activity across WNO's digital audience channels, including social media, email and [wno.org.uk](http://wno.org.uk) as well as supporting the marketing team to ensure WNO marketing copy complies to Welsh Standards with the help of external translators.**





# Key responsibilities



## Social media

**Work with the Head of Marketing and Digital and the wider digital and audience campaign teams to develop and implement the social media strategy across the breadth of the Company's activities:**

- Under direction of Head of Marketing and Digital contribute to planning with creative ideas and support with digital activity in line with strategic and campaign objectives in order to achieve financial targets, but also increase engagement and reach with audiences
- Plan and implement a daily social media calendar based on marketing campaign plans which reflects the needs of our audiences, as well as the companywide activities and stories which need to be told
- Liaise with departments across the Company to identify social media opportunities
- Monitor and participate in social media throughout working hours as well as out of office hours where necessary
- Implement a wide range of content for social media including images and video across all relevant social platforms working closely with Senior Digital Content Officer
- Identify emerging social media trends and platforms which would serve the needs of our audience and marketing strategy
- Work closely with Audience Insight Analyst and Head of Marketing and Digital to monitor social media metrics, and use this information to adapt social media approach in line with digital best practice
- Assist Head of Marketing and Digital and Marketing Manager on ensuring all venues have social media assets for promoting tours and events
- Where necessary be a representative for the digital team when WNO are on tour or location to support with social media coverage
- Support venue and partner social media output across 3rd party channels including arranging WNO takeovers and liaising with WNO artists and departments to deliver this



# WNO website and e-marketing

**Supporting Head of Marketing and Digital, Senior Digital Content Officer and WNO campaigns team to create engaging digital content and activity that complements wider audience campaigns.**

- Responsible for ensuring WNO and venue websites are continually accurate, effective and up to date
- Update WNO web pages as required to support audience campaigns and business needs
- Monitor support tickets with website agency to ensure these are delivered in a timely manner
- Research and write engaging editorial for [wno.org.uk](http://wno.org.uk) news stories
- Build and dispatch in house emails, including pulling all data from Tessitura as required



# Welsh language

- Assist the team by liaising with translators and / or generating Welsh language versions of English creative marketing copy
- Ensuring that all marketing content complies with Welsh Language standards, specifically that the Welsh is not treated less favorably than English, and adheres to WNO house style
- Support with proofing Welsh language print, direct mail and e-marketing activity generated by the marketing department as required

# Other

- Assist with monitoring and response to customer queries and complaints particularly when they are made in the medium of Welsh
- Performing any other reasonable tasks or duties commensurate with the role as requested

# General

- To cooperate with WNO in complying with relevant health and safety legislation, policies and procedure in the performance of the post
- To behave in accordance with our values
- To maintain confidentiality and observe data protection and associated guidelines where appropriate
- To ensure compliance with our policies and procedures at all times
- To undertake any training appropriate to the post
- The role combines both planning and the supervision of on-site delivery
- Undertake any other duties and responsibilities that may be reasonably expected and required

The duties in this job description are not exhaustive and may be altered at any time to reflect the changing needs of the organisation





# Person specification

## Essential skills, knowledge and experience:

- Digital Marketing experience
- A high level of literacy and numeracy, with excellent attention to detail
- Fluent Welsh speaker and writer
- Experience of using all pre-eminent forms of social media with the ability to learn new applications quickly
- An interest in performing arts
- Ability to work in a team but has confidence to follow own intuition and initiative where appropriate
- Ability to prioritise and meet deadlines in a busy working environment
- Excellent interpersonal skills
- Excellent writing skills
- Ability to respond creatively and professionally when under pressure
- Experience in marketing opera / classical music / the arts\*
- Knowledge of Wordfly / Hootsuite or other similar digital tools\*

Points marked with an asterisk (\*) are desirable rather than essential.



## WNO Values

**Inclusive** We have a workplace culture where all people are respected and valued

**Collaborative** We work as a team to achieve common goals

**Dynamic** We challenge ourselves creatively and encourage new ideas

**Generous** Our people use their talent, knowledge, and skills with a generosity of spirit

**Responsible** We act with integrity and accountability

