

The logo consists of the letters 'D', 'Y', and 'T' in a bold, black, sans-serif font. The 'D' is stylized with a thick, rounded top. The letters are contained within a thin, light grey circular border.

POWERED BY

The word 'NONSUCH' is written in a bold, white, sans-serif font, slanted upwards to the right. It is set against a red rectangular background that also has a slight upward slant.

Nonsuch//DYT

Content Creator

Job Information Pack

1 September, 2017

Nonsuch//DYT Content Creator - Job Information Pack

Please find enclosed information on the Content Creator. To apply you will need to send us an email detailing why you feel you are a suitable candidate for the post alongside a copy of your CV and a link/PDF of your recent and relevant work on social media, design. It is preferred that all documents are sent as PDFs to prevent any unexpected changes occurring. Please also provide two references.

Please send all your information to jobs@nonsuchtheatre.com with the job title as the subject line: CONTENT CREATOR

If you are selected for an interview you will be required to create a short presentation pitching your ideas for creating content for Nonsuch and DYT.

**Deadline for applications is 12pm on Tuesday 12 September, 2017.
Shortlisted candidates will be informed on Wednesday 13 September, 2017.
Interviews and presentations will take place on Thursday 14 or Friday 15 September, 2017 in Nottingham.**

Please refer to the Content Creator job description and person specification in your application. If you have any difficulties or questions please contact 0115 837 1950 or email edward@wearenonsuch.com.

Thank you for your interest in Nonsuch & DYT.

Kind regards

**Edward Boott
Artistic Director & CEO**

ABOUT NONSUCH

Our Mission

We pioneer cultural freedom through unlocking creativity and celebrating life.

Who we are

Nonsuch is an international cultural studio based in Nottingham. Starting life as Nonsuch Theatre in 2013, over the past four years we have grown to deliver a wide range of programmes across Creative, Community and Development strands.

Through our Creative work we make, produce and tour internationally inspired, contemporary physical performance; host events; produce digital works and lead on exciting festivals of new work and fresh creativity. Our latest show *The Party's Over* launched in June 2017 and is set to tour throughout 2018.

We partner with those who surround us throughout our Community programme in the delivery of creative sessions, workshops, qualifications and social campaigns. Recently we have led the national programme for UNDIVIDED a post-Brexit youth engagement campaign, launched DYT - a creative platform for 13-25s across Nottingham, and are leading on youth engagement for Nottingham 2023 - Nottingham's bid to become European Capital of Culture in 2023.

In Development we manage Nonsuch Studios, Nottingham's only artist-led space for theatre and performance development; support other organisations with their marketing and strategy and support other artists and the companies we produce.

About DYT

DYT = Do Your Thing, a new creative platform for 13-25 year olds across Nottingham, led by Nonsuch and part of ChalleNGe: Nottingham's Cultural Education Partnership. Our mission is to provide the platform, support and opportunities to empower every 13-25 year old in Nottingham to *Do Their Thing*.

DYT has just launched and has lots of exciting activities and programmes on the cards for the coming months. One of these amazing projects is *#OurFutureNottingham* - a digital and event-based engagement project to connect 2,023 13-25s from across Nottingham to Nottingham's bid to become European Capital of Culture in 2023.

As part of this incredible project we're looking for a freelance content creator who has amazing digital skills, a great tone of voice and is a bit of a meme King/Queen to support grow the reach of our activity across social media and dytlive.co.uk. If you have your finger on the button, love Nottingham and have amazing creative skills - we want to hear from you!

FREELANCE CONTENT CREATOR

JOB DESCRIPTION

Responsible to:	The Content Creator will work as part of the team at Nonsuch and will be responsible to the DYT Producer.
Fee:	You will be paid a set fee of £533.00. £8.45/hour (Living Wage).
Hours of work:	<p>The fee for this project is based on a total of 63 hours being completed between Monday 18th September and Friday 13th October following a part-time working pattern of 2.5 days per week.</p> <p>There may be additional opportunities to increase hours as projects grow and new programmes develop.</p>
Place of work:	Most of the work will take place at Nonsuch Studios (Nottingham City Centre), however when creating content the freelancer may be required to work across Nottingham City Centre and the surrounding area.

This role covers the creation of social, video and article based content for Nonsuch's online youth programme: DYT.

The role has a specific emphasis on:

- managing the social media channels of DYT: Twitter, Facebook, Youtube, Instagram and Snapchat.
- creating engaging and relevant article-based content for dytlive.co.uk
- producing short pieces of video content for DYT social media and dytlive.co.uk
- to engage with audiences across the wide spectrum of 13-25s in Nottingham, building awareness of Nottingham's Bid to become European Capital of Culture in 2023 and awareness of the DYT programme on the whole.
- designing and producing memes, image content, posters and branded collateral for DYT projects.

Social Media

- to manage social media accounts, programme and plan social media engagements, live tweet events/opportunities and respond to conversations online.
- to help boost DYT's social media channels to over 1,000 followers
- to monitor and react to social trends, memes and popular topics of discussions
- to create a social conversation with key influencers about DYT and Nottingham 2023.

dytlive.co.uk

- to create and publish 40 online articles for dytlive.co.uk across our key topics of young creativity, Nottingham, arts, culture, music and tech.
- to work with other arts organisations in the city to collate existing content and recruit young producers to submit their own work to the website

Video

- to support the DYT Producer in creating video content for all DYT channels
- to create short pieces of content independently for social media and dytlive.co.uk reflecting the key topics areas as noted above.

Digital Image/Graphic Design

- to use Photoshop/Illustrator to create graphics, memes, gifs and imagery for DYT social channels.

General

- to ensure all activities are delivered to the highest possible standard, maintaining Nonsuch's impeccable track record.
- to support the marketing and development of Nonsuch's wider offering across social media.
- to ensure that Nonsuch and DYT has best intelligence about cultural and social initiatives, grant funding, arts-related initiatives and educational initiatives that may be able to support the growth of projects.
- to be a strong and independent part of a dynamic and rapidly growing team, supporting other areas of the company's practice and play a instrumental role in establishing our future success.
- to at all times follow and support Nonsuch's policies on Equality, Health & Safety, Safeguarding and Data Protection.
- to use own initiative and offer critical assessment of Nonsuch's and DYT's offering, providing suggestions to better practice and develop our offering.
- to support at all times the financial integrity of the company and not-for-profit credentials, ensuring engagement is maximised and waste minimised.
- to carry out other duties as may be reasonably expected by the post.

FREELANCE CONTENT CREATOR

PERSON SPECIFICATION

Essential Criteria

- An energetic and creative content creator with experience in social media management, graphic design, video production and creative content production.
- Past experience of excelling in the above.
- An engaging individual with a distinct tone of voice, sense of humour and interesting view of the world.
- The ability to create content quickly to tight deadlines and manage multiple projects at once.
- The ability to react to current affairs, events and trends to produce content that is relevant, entertaining and 'part of the movement'.
- A distinct understanding of youth culture and in particular the youth culture of Nottingham.
- The ability to work and engage with a wide range of groups, manage personalities and positively respond to difficult situations and pressured environments.
- A passion for the ethos behind DYT and Nonsuch's creative youth programmes: to ensure everyone, no matter where they're from or who they are is able
- Superb organisational skills with the ability to prioritise and meet deadlines effectively.
- Excellent interpersonal skills and confidence in managing a wide range of people.
- A motivating, self-aware and observant team player with a flexible approach to work.
- The ability to act on initiative and accept responsibility for actions.
- Excellent design software skills and knowledge of Adobe Creative Suite products including:
 - Photoshop
 - Illustrator
 - Premiere Pro
 - Indesign

Desirable Criteria

- Experience in working in a campaign environment.
- Experience of managing databases and implementing CRM systems.
- Experience of using project management software *dapulse*.
- Possession of a full, clean driving license.
- Excellent IT skills and extensive knowledge of:
 - GMail and other Google Apps
 - Apple iWorks
 - Microsoft Office & Google Docs