

# LOWRY

## RECRUITMENT PACK

[THELOWRY.COM](http://THELOWRY.COM)

# ABOUT US

Lowry is a registered charity (No: 1053962) committed to using visual and performing arts to enrich the lives of everyone around us – and those of our staff and volunteers too.

Working together as one team, we present audiences with a diverse programme of theatre, opera, musicals, dance, music, comedy and visual art as well as events and activities to expand the horizons of audiences and artists alike.



**At the heart of our work is a commitment to our local communities and young people. Tapping into the work on our stages and in our galleries, we offer thousands of free creative participation opportunities each year - nurturing new talent and developing creative professionals of the future.**

**So if that feels like something you want to be a part of.. read on!**





# VISION, MISSION AND VALUES

## OUR VISION WHY WE'RE HERE

A city where the benefits of creativity are felt by the many not the few.

## OUR MISSION HOW WE DO IT

Empower people from all backgrounds to experience culture on their own terms.

## OUR VALUES WHAT WE BELIEVE IN

We believe creativity is an undeniable force for good and has the potential to change people and places for the better. That's why our three pillars of People, Place and Potential are at the heart of everything we do.

### 1. PEOPLE IN IT TOGETHER

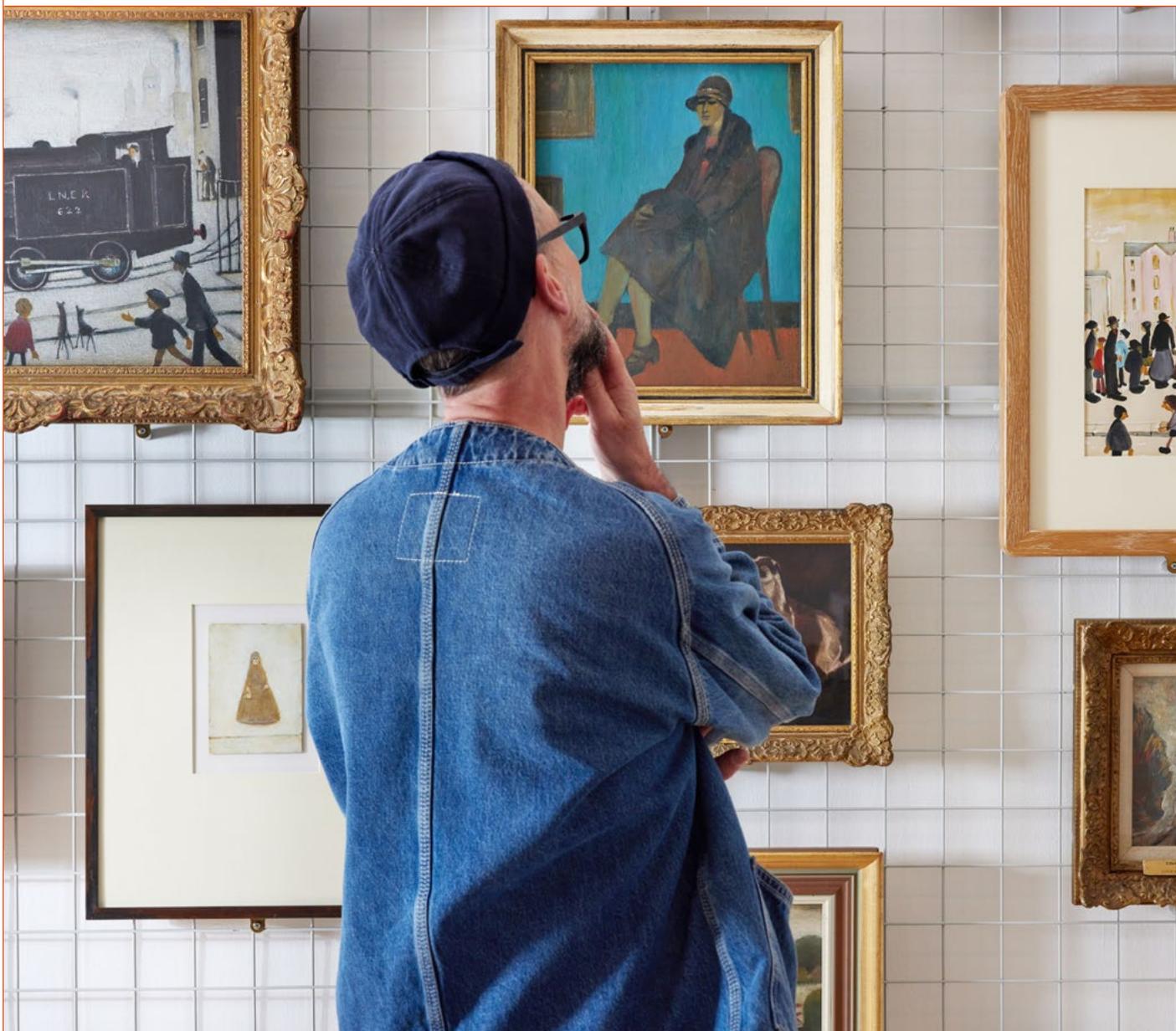
We are here for the people of Salford – supporting local communities, nurturing talent and creating a programme as diverse and open minded as our city itself.

### 2. PLACE MAKE IT COUNT

We are here to put creativity to good use, making a positive impact, socially and economically, on our communities, our city, our region, the UK and beyond.

### 3. POTENTIAL UNLOCK CREATIVITY

We are here to find ways to share the benefits of art and creativity further and wider, unlocking its potential for more people, in more places, in more ways.



## HOW DO WE FUND OUR WORK?

As a not-for-profit organisation, and registered charity, all profit is ploughed back into our work. Whether you've bought a ticket to a performance, given an online donation, eaten in Lowry Bar & Kitchen, bought a gift in our shop, or simply had a drink at the Coffee Shop, you've helped support our charitable aims.

We receive just 6% of our income from public funds – Arts Council England and Salford City Council. The remaining income is generated from box office sales, commercial activities and fundraising. Our development team generates income from Charitable Trusts & Foundations, individual membership schemes (including Friends and Patrons) as well as from companies through our Quay Club Membership and corporate sponsorships.



# ATTRACTION AND RECRUITMENT

Lowry is committed to creating an inclusive workforce by reflecting and representing the diversity of Salford and the UK.

We want to attract the broadest range of talented people to be part of Lowry – whether that is to work in our creative or support roles.

We particularly encourage applications from the following two people groups who are currently under-represented in our workforce and in the wider performing and visual arts sector; those people who experience racism and marginalisation, including those from African, Caribbean, North African, LatinX, South Asian, East Asian and South East Asian heritage and their diasporas, those who are disabled, Deaf and neurodivergent or have long-term health conditions.

Candidates who identify as people in one or both of these groups and who demonstrate in their application that they already meet all of the essential criteria in the person specification can opt to be considered as part of Lowry's guaranteed interview scheme. If you are invited to interview we'll ask you about any adjustments you may need, and if you are offered a role with us we will talk to you about any reasonable adjustments required to create a working environment where you will be supported to perform at your best.

To ensure fairness and to enable us to process your application through our shortlisting exercise, we ask that you remove all personal details (such as name, age, location, ethnicity, marital status etc) from your CV and covering letter before uploading. This reduces the risk of any potential bias during our recruitment process and ensures that all shortlisting is based on skills, experience and suitability for a role. Thank you for your understanding.

To find out about any opportunities to work for Lowry please visit our [vacancies page](#).

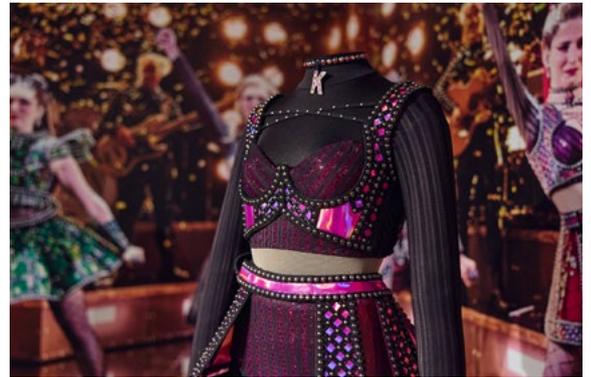
# OUR ROLES HAVE A NUMBER OF STAFF BENEFITS INCLUDING:

Complimentary and discounted theatre and live event tickets

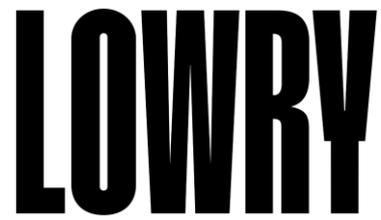
Free car parking just a few minutes' walk from the Lowry building

Generous annual leave entitlement and a paid day off for your birthday!

Discounts at Lowry bars, restaurant and gift shop



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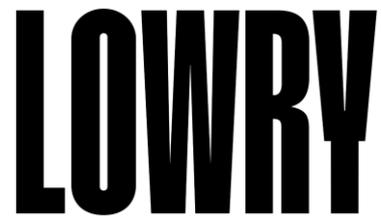


## JOB DESCRIPTION

Post Title: Digital Content Executive  
Department: CRM & Digital  
Reports to: Digital Content Manager  
Contract Type: 37.5 hours over 5 days  
Salary: £26,713.05 per annum, plus staff benefits

## JOB PURPOSE

The Digital Content Executive will play an integral role in supporting the delivery of Lowry's and Quaytickets' CRM and Digital strategies. This role will be responsible for creating, updating and optimising digital content across both websites, as well as supporting social media and CRM content requirements. The role requires a creative and proactive individual who can work across multiple projects and collaborate with a range of stakeholders.



## MAIN DUTIES AND RESPONSIBILITIES

- Build webpages and complete content amends across Lowry and Quaytickets websites, ensuring accuracy, quality and accessibility.
- Support the Digital Content Manager with website maintenance, SEO enhancements and customer journey improvements.
- Create and write website articles, blog content and copy to support campaigns and engagement.
- Support CRM activity by providing written content, links, imagery and digital assets for email campaigns.
- Support the wider Digital team with social content needs across paid and organic channels.
- Source, plan and create digital assets including copy, imagery and basic multimedia.
- Assist in compiling digital reporting across websites, CRM and social channels.
- Take an "out and about" approach to gather content, liaise with teams and support storytelling.

## CRITERIA

## ESSENTIAL

## DESIRABLE

SKILLS/ABILITIES	<p>Natural team player and collaborator.</p> <p>Creative and editorial thinker with ability to deliver against targets.</p> <p>Proactive self-starter with strong organisational skills.</p> <p>Effective communication skills across all organisational levels.</p> <p>Ability to work flexibly including evenings or weekends when required.</p>	
KNOWLEDGE	<p>Awareness of user behaviour in digital environments.</p> <p>Understanding of digital content best practice and engagement principles.</p> <p>Basic knowledge of digital metrics, analytics and reporting.</p> <p>Awareness of digital trends, audience</p>	

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	engagement and optimisation.	
EXPERIENCE	<p>Experience using website CMS systems (e.g., WordPress, Culture Suite).</p> <p>Strong writing and copy-editing skills.</p> <p>Understanding of SEO and accessibility standards.</p> <p>Ability to create digital assets and content.</p> <p>Good eye for layout, accuracy and presentation.</p> <p>Experience supporting social or CRM content creation is desirable.</p> <p>Experience of working with GA4 or similar reporting tools.</p>	
QUALIFICATIONS		
OTHER REQUIREMENTS		