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| **Kickstart Scheme jobs template**  Email your templates, as a **Word file**, to: [**Kickstart.grantapprovalteam@dwp.gov.uk**](mailto:Kickstart.grantapprovalteam@dwp.gov.uk)    We will email to let you know when your vacancies are live on our system.  Your Kickstart Scheme jobs will be advertised to candidates by DWP and our work coaches. We will only provide funding for candidates referred to you by DWP.  If you recruit candidates through your own advertising activity, you will not receive funding for those individuals.    **Completing the template**  You may need to save several versions of this blank template, depending on how many roles you are submitting.  You must only submit job templates for the number of roles specified in your Grant Offer Letter.  A template must be completed for each job you are offering. For example, if you are offering 30 jobs split across two roles – a clerical assistant and a retail assistant - you need to complete two templates.  You must complete the template at the end of this form. If your jobs are in more than one location, use a row for each.  Please do not use acronyms when completing this document. |

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| **Kickstart Scheme Application ID** (10 characters beginning with KS) | **KS8B76C781** |
| **Job vacancy title** | Digital Assistant (POL09) |
| **Company name** | Polka Children’s Theatre Ltd |
| **Company postcode** | SW19 1SB |

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| **Job summary**  Use plain text only. Do not use, for example,bullet points or tables to lay out this information.  Summarise the job, to give an overview of the main responsibilities and key activities that the person will be carrying out.  It is not necessary to give lots of background about your company.  If the job is homeworking, please specify:   * if there will be a requirement to attend a work location during the 6 months of employment * the address and postcode of the locations they will be required to attend * how often they are expected to attend these locations |
| **JOB SUMMARY**  (Maximum 500 words)  **Purpose of the role**  The Digital Assistant will play an important role as part of the Marketing team. Alongside the Marketing Officer they support the Marketing Manager and Head of Sales and Marketing. You will focus on online marketing including social media, so this role requires you to love using a variety of social media channels and understand how they operate. You will also be a creative thinker and love writing content to go on the channels.  **Key areas of responsibility**  Social Media  Work closely with the Marketing team to ensure that paid and organic social media activity is supporting Polka’s marketing campaigns. With the Marketing Officer plan, create, implement and update content across all social media channels in line with the Polka’s objectives, activity, brand and tone of voice.  Monitor social media interactions and respond promptly to public messages where necessary  Encourage engagement through social media  Track analytics and contribute to team learnings  Research effective use of social media to support all areas of Polka’s activity  Provide ideas for the use of social media in support of Polka’s objectives  Support the development and delivery of Polka’s social media strategy  Monitor market trends for latest developments in how social media channels are used and make sure we do these as part of our social media strategy  Identify potential new social media channels or platforms we could use  Identify target audiences for content we could ‘boost’  YouTube  Curate and optimise the Polka YouTube channel, ensuring brand consistency  Devise ways of increasing engagement and interaction on the channel  Tiktok  Create digital content around Polka’s reopening, productions, Creative Learning projects, and events to increase followers through producing engaging and interesting content.  Digital Content  Research, collect and develop ideas for digital content for Polka to support marketing goals  Support with the creation of new digital content  Assisting to coordinate schedules for photographers and videographers  Update the image and video stock for Polka and organise filing of new images and marketing assets  Coordinate any content that we distribute but don’t make in house  Support the Marketing Officer to organise the distribution of content across our digital channels  For any videos uploaded, transcribe audio and upload subtitles to improve accessibility of digital content  Support the Marketing Officer in updating the website with current content, as well as writing blogs  Contribute to the development of email campaigns  **Duties/responsibilities of team members**  Maintain confidentiality in all areas relating to Polka Theatre where appropriate  Be aware of and comply with H&S rules at work and to abide by the procedures as set out in the H&S policy  Be aware of and comply with Safeguarding rules and legislation and to abide by the procedures as set out in the Safeguarding policy  Work in accordance with the principles of Polka’s Equalities statement  Be active in Polka Theatre’s commitment to Environmental Sustainability and reduce environmental impact  Abide by other guidelines, procedures and policies provided by Polka Theatre  Contribute towards Polka’s fundraising goals  Undertake any other duties as may be reasonably required. |

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| **Essential skills, experience and qualifications**  Use plain text only. Do not use, for example,bullet points or tables to lay out this information.  Are there any essential skills, experience or qualifications the person needs to do this job?  For example, a driving licence.  Bear in mind that lots of essential criteria may result in fewer applications. |
| **Essential skills, experience and qualifications**  (Maximum 250 words)  **Essential**  Aged 18 to 24 and on universal credit to be eligible to apply as part of the government’s Kickstart Scheme. Due to child protection issues we can only accept 18 to 24 year olds.  An interest in the arts and children’s theatre  Excellent communication skills, both written and verbal, is essential including use of good grammar  Strong organisational skills, with attention to detail and a methodical approach to work with high level of focus and accuracy  Strong office skills and computer literacy including Microsoft Office suite Word, Outlook, Excel and experience of internal CRM/Database system or software e.g. Spektrix and other sales systems  A love of using social media channels including Facebook, Instagram, Twitter, LinkedIn and understanding how they operate  Quick to adapt, pick up new IT packages and willingness to learn  A positive and can do attitude  Confidence and friendliness when dealing with guests and visitors  Able to work in collaboration with other people  Able to deal appropriately with confidential information  Able to deal with a wide range of people at all levels using tact, diplomacy and patience  Able to work calmly under pressure  Strong time management skills |

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| **Hours per week** This should be a minimum of 25 hours per week on average each month.  Only enter whole hours (for example, do not put 25.5) | **25 hours per week** |
| **Working pattern**  For example, 9am to 1pm, Monday to Thursday.  Include any shift patterns.  (Maximum 100 words) | 25 hours per week worked over 5 days. 5 hours per day. Times to be agreed between you and Polka. Additional hours may be necessary to fulfil the requirements of the post. This could include evenings and weekends, and travel out of London when required. We operate a Time off in Lieu. TOIL system. Note this role will work from home initially until Polka reopens. |
| **Hourly rate of pay**  £ per hour or ‘national minimum wage’ See www.gov.uk for further information on the National Minimum Wage. | £20,000 per annum pro rata |

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| **Employability support**  Use plain text only. Do not use, for example,bullet points or tables to lay out this information.  As part of your agreement, Kickstart Scheme participants must be provided with support, to improve their employment prospects and help them move into long term sustained employment.   1. How will you help to develop the young persons teamwork and communication skills? 2. What training will the young person receive as part of the role? 3. How will you help the young person improve their job prospects?   You will have already submitted this information, as part of your Kickstart Scheme application.  **Note: Please tell us if this support is being provided by a third party.** You will need to tell us:  who is providing the support  when and how often  how it will be delivered  where it will be delivered (online or at a separate location) |
| **Employability support**  (Maximum 250 words)  Polka will provide on the job training and coaching alongside in-house training in key areas.    Line managers and the Executive Director provide regular coaching sessions, 1 to 1 mentoring and bespoke support in areas such as CV writing, interview skills, improving confidence and customer service, depending on the needs of the role and the ambitions of the applicant.    Polka provides a programme of in-house training for all core staff including child safeguarding, fire and health & safety, access and disability awareness, data protection and, where suitable, first aid. In addition, Kickstarters will receive job-specific training through attending role-appropriate conferences, digital marketing skills training such as use of website CMS and analytics, and training in use of Spektrix (our ticketing system) through a range of online webinars. |

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| **If your vacancies are in more than one location, please complete a separate row for each** | | | | | | | | | |
| **Where is this job based?** | **No of jobs at this location** | **When do you want to start advertising this job?** | **Maximum number of referrals** **you wish to receive per job** | **Is public transport available** **to this location?** | **Full address and postcode of the job location** | **Contact name, email and phone number** for this job | **Closing date for applications** | **How to apply** | **Anticipated start date** for this job |
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| Office based | 1 | 22 October 2021 | No maximum | Yes | 240 The Broadway, Wimbledon, London SW19 1SB | Lynette Shanbury, Joint CEO  Tel 020 8543 4888.  Email Lynette@polkatheatre.com | 30 November 2021 | Please complete our application form, accessed on our website at https://polkatheatre.com/jobs/ ensuring you address each area of the person specification  Submit your application, outlining your suitability for the post to Sara Greenwood sara@polkatheatre.com  Please also complete the equality monitoring form via this SurveyMonkey link:  https://www.surveymonkey.co.uk/r/32Y92LS  On completion of all the above documents by the deadline, we will acknowledge receipt of your application.  If you would like to discuss this role in more detail please call Lynette Shanbury, Joint CEO on Tel 020 8543 4888. Email Lynette@polkatheatre.com  Access information if you require the Job Pack in a different format please call us on 020 8543 4888 or email Lynette Shanbury, email above. |  |