

Job Title:	Performing Arts Digital Resident
Responsible to:	Web and Insights Manager
Location:	Elmbank Crescent, Glasgow & hybrid working

Main purpose of job:

This new residency is part of Scottish Opera's initiative to nurture the next generation of arts professionals. It is designed as a two- year fixed-term professional development opportunity to help a motivated individual build a professional foundation in digital communications in the arts. Designed to bridge the gap between education and professional expertise, this opportunity is structured in two phases, moving from foundational operational tasks to more strategic and creative responsibilities.

Residency Phase One: Behind the Curtain

- **Web & Ticketing Systems:** Working within the marketing team, ensure web and ticketing systems meet the needs of internal and external audiences, while maintaining accuracy of information
- **Event Setup:** Set up ticketed events and merchandise, ensuring all information is accurate
- **Box Office Liaison:** Liaise with venue box offices to facilitate the set-up of ticket allocations, and ensure effective flow of information
- **Sales Reporting:** Report on sales by building or requesting bespoke reports
- **Media Optimisation:** Learn to prepare and optimise images, video, audio and other media assets for web use, including file formats, compression, alt text and metadata to support accessibility and page performance
- **Customer Service:** Be the first point of contact for customer enquiries and process bookings while providing excellent customer service
- **Front of House:** Carry out front of house and ticketing duties where necessary at venues across Scotland
- **Reporting:** Provide front of house and ticketing teams with reports, ensuring these are passed on in a succinct and timely manner

Residency Phase Two: Centre Stage

- **Content Support:** Support the team to draft news items, social media posts, and internal updates within brand guidelines
- **Original Creation:** Feed into the content calendar, carry out research and interviews with creatives and audience members, and provide support on photo and film shoots
- **Multimedia Production:** Develop multimedia production skills and gain experience using design and editing tools to create graphics and short-form videos
- **Content Optimisation:** Review and refresh existing web content to improve search visibility, readability and audience engagement, using performance data to inform decisions
- **SEO & Analytics:** Learn to use web tools including GA4 to track content performance and implement strategies to grow online audiences

Person Specification

We are looking for someone who brings:

- **Strong Writing Skills:** A flair for storytelling and a high standard of spelling and grammar
- **Digital Curiosity:** A keen interest in web technologies and how people consume information online
- **Attention to Detail:** The patience to spot a typo or a misaligned image at a glance
- **Eagerness to Learn:** A proactive mindset, ready to take on training and feedback
- **Experience in multimedia production** either in a professional or student environment
- **An interest in the performing arts**
- Knowledge of recording and editing content, and an understand how to pull footage together in an engaging way – whether on a phone, a camera or recording audio

The ideal person will have:

- An ability to establish and maintain effective relationships with colleagues and working partners
- Excellent communication skills, both written and oral
- Excellent interpersonal skills
- Dedication to meeting the expectations and requirements of internal and external customers
- An ability to work under pressure
- An ability to work independently and on own initiative, as well as part of a team
- Excellent planning and organising capabilities
- Attention to detail
- A flexible approach to working. The postholder is required to travel from home during performance periods and to attend meetings and other events outwith normal working hours as necessary
- An ability to maintain confidentiality and discretion at all times

This post is supported by the Laidlaw Opera Trust. Scottish Opera is committed to helping talented individuals build meaningful careers in the arts. The successful candidate will undertake training courses throughout the residency, work closely with our Marketing and Content experts, and leave with a professional portfolio of creative work including a deep understanding of how to build audiences in the digital age.

This is a salaried, fixed-term post with the following terms and conditions:

Hours:	Standard hours are 35 hours a week, 9.30am to 5.30pm, Monday to Friday with an hour for lunch. Evening work and travel within Scotland will be required.
Annual salary:	£24,573.15
Holidays:	25 days per annum + Public Holidays
Probationary period:	3 months
Pension:	You will be automatically enrolled into a qualifying workplace pension scheme (QWPS). You will contribute 4% of your salary, the Company contributes 8%.