



Job Title:

Morecambe Winter Gardens Digital Support Officer

The People's Palace

In 2023 the Morecambe Winter Gardens Preservation Trust were awarded funding from the Cultural Development Fund Round 3 delivered by Arts Council England on behalf of the Department for Culture Media and Sport. The £2.74 Million supported by UKSPF funding and money from the Trust will deliver a project totalling £3.2 Million pounds of investment into the theatre. The capital funding will support the next phases of the project to revitalise the theatre, including adding a new toilet block, improving circulation and evacuation routes, as well as continued restoration work. Revenue funding supports this and three other posts to create a small team to enable the Preservation Trust to deliver partnership working with creative producers in the region, supporting new programmes of events within the theatre as capacity increases, create work experiences placements for young people within the Young Creatives Programme and support the Morecambe Winter Gardens volunteers.

Background

Morecambe Winter Gardens (MWG) opened in 1897 as the Victoria Pavilion Concert Hall and Variety Theatre, as an extension to the existing Winter Gardens Complex which opened in 1878. Over the years it was the home of the internationally renowned Morecambe Music Festival, and played host to Sir Edward Elgar, the Halle Orchestra and many others from variety, music and theatre. From The Who to Dame Julie Andrews, Chung Ling Soo to Lawrence Olivier, the venue's history is a roll call of stars of popular music and variety theatre. Unfortunately, by the mid-1970s, its fortunes were in decline. By 1977, the decision was taken to close the whole complex, culminating in 1982 with the demolition of the original Winter Gardens leaving only the Theatre remaining and in a perilous position.

However, a group of dedicated people formed the Friends of the Winter Gardens and have worked together since then with one aim to reopen the building that was once at the heart of Morecambe both architecturally and as a centre for culture and entertainment. With the formation of the Preservation Trust in 2006, ownership of the Winter Gardens was transferred to the charitable body which has spent years cleaning, restoring, and fundraising to continue this aim. Now under new governance, the Preservation Trust with the help of our restoration volunteers and the Friends of the Winter Gardens are a step closer to those dreams of many decades ago to finally restoring this remarkable Grade II* building.

Job Summary:

As the **Digital Support Officer**, you will bridge the gap between MWG's rich history and contemporary digital strategies. Your responsibilities will encompass managing digital platforms, content creation, online engagement, and working with the wider team to record & collect all digital data and evaluation for the People's Palace project.





Location:

Morecambe Winter Gardens,
209-213 Marine Road Central,
Morecambe,
Lancashire,
LA4 4BU

Working hours/environment:

This is a permanent post (with funding in place until approximately April 2026). You will be required to work 7.5 hours per week (1 day per week equivalent), which will include some evening and weekend work to cover events and activities. Working days/times will be negotiated and agreed upon on a weekly/monthly basis depending on bookings. The role is also available on a freelance basis and can be worked flexibly & is not 100% office based.

Reporting To:

The Chair of the Board of Trustees for Morecambe Wintergardens Preservation Trust

Responsibilities and Duties:

- Update MWG's website, ensuring content accuracy, relevance, and user-friendliness.
- Create engaging content (text, images, videos) tailored for various digital platforms.
- Monitor and analyse website and social media analytics to drive engagement and growth.
- Coordinate digital marketing campaigns, including email marketing, social media advertising, and online promotions.
- Collaborate with internal teams to generate digital content aligned with MWG's objectives and events.
- Stay updated with digital trends, tools, and best practices to optimise MWG's online strategies.
- Co-ordinate online communications, including managing enquiries, comments, and feedback across digital platforms.
- Coordinate with external digital partners, agencies, and vendors when necessary.

Qualifications:

- A degree is non-essential and applicants with the relevant skills and experience will still be considered.
- Ideal but non-essential: Degree or relevant certification in Digital Marketing, Communications, Information Technology, or a related field



Skills

- Proficiency in digital marketing tools and platforms.
- Strong understanding of website management, SEO, SEM, and analytics.
- Excellent content creation and storytelling abilities.
- Familiarity with social media platforms, trends, and advertising strategies.
- Strong analytical, organisational, and multitasking skills.
- Creative mindset with the ability to innovate and adapt in a dynamic digital landscape.
- Familiar with web page design and publishing.
- Must be able to multitask.
- Critical thinker and problem-solver.
- Works well with a team.
- Organised and self-motivated.
- Excellent time management.
- Exceptional at communication and building relationships.

Experience:

- Minimum of 1 years of experience in a digital marketing, digital coordinator or similar role.
- Experience in the arts, culture, or heritage sectors is a plus.

Salary and Benefits:

The annual salary available is £25,000 for the 28 month period, **equivalent to £5,000 per annum pro-rata for 1 day per week.**

The Morecambe Winter gardens Preservation Trust operates a number of anti discriminatory policies and procedure to ensure fair treatment of all staff at all times.

These are available upon request ahead of application and will form part of an induction procedure if successful.

How to Apply

Send a covering letter outlining your reasons for applying for this job to Chair@morecambewintergardens.co.uk and 2 to 4 page CV outlining your experience including 2 referees by 12pm Monday 29th April . If you require further information about the post please contact 07900135132 and we will get back to you as soon as possible. Shortlisted candidates will be notified by 1st May with interviews between 8 to 10 May.

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Essential Criteria

Qualifications:	
As above	

<p>Skills and Knowledge</p> <ul style="list-style-type: none"> • Social Media Management: Experience in managing and optimizing social media platforms, content calendars, and engagement strategies. • Analytics and Insights: Ability to analyze web traffic data, social media KPIs, and other digital metrics to drive performance and ROI. • Content Creation: Strong content creation skills, including writing, editing, and designing digital content for various platforms. • Website Management: Familiarity with website design, content management systems (CMS), and publishing tools. • Digital Tools: Proficiency in using digital marketing tools, analytics platforms, and software like Google Analytics, Adobe Suite, etc. • Trend Awareness: Stay updated with digital trends, technologies, and best practices in the digital landscape. • Project Management: Ability to manage digital projects, campaigns, and initiatives from conception to execution. • Collaboration: Work effectively with cross-functional teams, including marketing, IT, content creators, and external agencies. • Time Management: Excellent time management skills to prioritize tasks, meet deadlines, and handle multiple projects simultaneously. • Analytical Thinking: Strong analytical skills to evaluate digital performance, identify opportunities, and optimize strategies based on data insights. 	
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Experience:	
<ul style="list-style-type: none"> • Minimum of 1 years of experience in a digital marketing, digital coordinator or similar role. • Proven experience in digital marketing strategies, including SEO, SEM, and content management. • Hands-on experience with managing digital platforms, content calendars, and analytics tools. • Previous involvement in website management, CMS tools, and digital campaign execution. • Collaborative work experience with cross-functional teams, including marketing, IT, content creation, and external agencies 	

Other, e.g. flexible working required, evenings, weekends, home-based etc	
<p>Must be able flexible and able to work a mixture of daytime, evening and weekend/Bank Holiday shifts as required.</p> <p>Some working from home may be available, this will be by agreement with your supervisor.</p> <p>Successful applicants for the post must be aware that this offer is subject to a 3 month probationary period which must be passed satisfactorily for the applicant to become fully contracted.</p>	