

The Greenhouse – Social Media Manager Info Pack



THE GREENHOUSE
BY BOXED IN THEATRE

"Keep an eye on this young company. They're the future. Happening now." – The Zero Wastrels, Ed Fringe 2019.

The Greenhouse Summary

According to the IPPC, we now have 10 years to limit our emissions to prevent the worst effects of climate change. We need deep and widespread change now if we're to protect even some of the world and create a better, brighter future. Over the last few decades, the debate has been dominated by facts and figures, with arguments centered around giga-tonnes of carbon and minute scales of temperature increase. This information is crucial, but it's not exactly the best way to win hearts and minds.

Enter *The Greenhouse*, the first ever zero-waste theatrical project in the UK. Created for the Edinburgh Fringe 2019, this project engaged with over 160,000 people online and sold over 2,000 tickets. It was featured in The Guardian, The New York Times, and on Radio 4, as well as winning the *Three Weeks Editor's Choice Award* and the *Theatre Weekly Best Venue* festival award. And all to promote one simple message:



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Living and creating sustainably is easier than you might think!

The Greenhouse is a holistic project. That means we practice what we preach. It's not enough to just encourage environmental practices, we need to put our money where our mouths are and lead the way in making those practices a reality. Through our shows, we spark discussion and debate around the environment and what we can do to protect it. Through our education and outreach programmes, we help artists and audience members explore and gain practical skills in how they can implement sustainability in their life and work. Through our organisational practice, we lead by example. Everything about this project – from each individual show to our marketing strategies to the venue itself – is completely zero-waste.

This is a really exciting time in the life of The Greenhouse. This year we will be expanding the project to include a month-long run in London, as well as opening our first semi-permanent venue for a four-month residency in Bedford.

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What we do

Shows – *Emotional Connections* – *The Greenhouse* presents a rotating programme of shows from many different genres. This year, we're presenting six shows – everything from dance to Shakespeare to fairy-tales. Each is created to discuss our relationship with the natural environment in a unique and immediate way, sparking an emotional connection amongst a wide variety of audiences. They are presented in a way that encourages '[intimacy](#)' between audiences and creatives, humanising the climate change debate. The venue is naturally lit and set up in-the-round, meaning performers share the space with the audience. Creatives hang around after the show to meet audiences, answer their questions, or just talk. No fear, no facts and figures, and most importantly, no lecturing. Simply a considerate, '[welcoming](#)', deeply human exploration of why the planet is worth protecting and what these individuals can do to protect it, encouraging debate and allowing audiences to reach their own conclusions.

Workshops – *Practical Skills and Tools* – Once audience members have begun building emotional connections with the natural environment, our programme of workshops gives them practical skills and tools to do something about it. Generally, our workshops are aimed at supporting people to be more sustainable in their everyday lives, although some are specifically aimed at creating sustainability within the arts. Examples of workshops from *The Greenhouse 2019* include *Zero-Waste Construction*, *Zero-Waste Marketing*, and *Storytelling from Nature*. We believe one of the reasons people feel helpless to affect the course of climate change is because

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they feel they don't have the relevant skills. This part of the project sets out to combat that idea. We are also dedicated to sharing the skills and experience we have developed by working on this project, and our workshop programme is just one of the ways we are able to do this.

Social Events and Outreach – *Building a Community* – It's much easier to feel significant when you're part of a group. In the same BSA survey mentioned earlier, the average person believed there was a 58% chance that collective action could have an effect on climate change. Our events programme brings people together in a sustainable setting – from nights of live music to nature walks – to remind them that there are plenty of other people fighting the good fight. This sense of collectivism inspires hope, helping people to realise that it's not just them against the climate crisis – they are one of hundreds, thousands, millions of people across the world who, together, can make a huge difference.

Our outreach focuses on organisations rather than individuals, bringing artists together under a set of common, incentivised goals to create a community of organisations with a demonstrable commitment to building a greener future.

The Greenhouse is a holistic project. That means we practice what we preach. It's not enough to just encourage environmental practices, we put our money where our mouths are and lead the way in making those practices a reality. For more information on how we do this, head to our website: www.thegreenhousetheatre.com



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The Basics

Who we are: The Greenhouse is the first-zero waste venue in the UK. It was piloted at the Edinburgh Fringe Festival 2019, with eight shows that each addressed the climate emergency.

The Schedule: We are still finalising our schedule for 2022. However, we anticipate it will include a series of R&D to develop three of our previously produced shows, as well as work in other media. We hope to add to our work on the venue this summer by creating a space for other art forms to be displayed.

The Shows: The Greenhouse is committed to programming work that addresses our relationship with the environment and the climate crisis. All of our shows should discuss this issue in some way. Furthermore, we take this one step further, imbuing sustainable practice throughout the organisational and rehearsal process. With our support, you will commit to making your show in a completely zero-waste way. We are looking for shows that are:

- **Hopeful:** Underpinning everything we display is the idea that things can be different.
- **Active:** Work at *The Greenhouse* will make active partners out of passive spectators.
- **Connected:** Visiting *The Greenhouse* will bring a sense of togetherness and belonging.

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Check out our [Guiding Principles](#) for more information, or look at our [blog about our Artistic Direction for 2021](#).

What we're looking for: *The Greenhouse* is currently looking for a *Volunteer Social Media Manager* to join us in helping to make the world a greener place. You will help us strengthen our social media presence to be seen as a thought leader in eco-theatre, while also growing our online community.

- We are particularly keen to work with young theatre marketers, producers, community builders, or administrators aged 16 to 25.
- Demonstrable experience in social media management, and possibly some graphic design skills as well.
- Individuals who care deeply about the environment, and believe the arts have a crucial role to play in mitigating the climate crisis.
- People who are personable and friendly, and are willing to engage in meaningful discussion about our shows, the project, and the climate crisis more generally.
- Excellent written communication skills, with the ability to effectively communicate our message in a friendly and engaging way.

The Role:

- The Greenhouse is currently run by an Executive Team of volunteers. As such, this role is voluntary, but there is ambition to convert it into a salaried role over the next twelve months dependant on funding.
- This role will likely take between 10 to 15 hours a week.

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What we offer:

- Mentoring from *The Greenhouse's* Executive Team.
- Support and engagement from The Greenhouse's team on effectively communicating around theatre and zero-waste practice through social media.
- Exclusive talks and workshops to help you develop your sustainable practice.
- Regular internal social events – from drinks to scavenger hunts to group meals – to meet and socialise with *The Greenhouse* family.
- Build connections with other young and emerging creatives who have an eye for art and social responsibility.
- The chance to make a real impact on the sustainability of both the theatre industry, and the world as a whole.
- A friendly, welcoming atmosphere that encourages debate and experimentation, and allows you to explore new ideas.
- Financial support to cover expenses as required.

What we expect:

- An efficient and well-organised management of our Facebook, Twitter, and Instagram feeds. This includes ensuring there are regular posts on both platforms, that effectively communicate our core messages.
- Creation of a short-term social media strategy to continue establishing The Greenhouse as a thought leader in social media and online spaces.



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- Growth of our following on Facebook, Twitter, and Instagram.
- Managing our community on Facebook and Twitter, including be regularly active, responding to messages, and seeking opportunities for direct engagement.
- Using graphic design skills to ensure all images, photography, visuals, and all elements of our social media channels represent the company's high aesthetic values and overall visual brand.
- Attendance at mandatory meetings/events.
- Whilst attendance at other events (internal or external) is not mandatory, we would highly encourage it as a fantastic way to get to know the team!
- We expect all members of the Greenhouse team to act with kindness and care to everyone. Please see our Equal Opportunities Policy for more information.
- The Greenhouse is very much a collective effort. We expect everyone to take responsibility for working to make the project as awesome, far-reaching, and important as it can possibly be.
- Play an active part in *The Greenhouse's* internal community, supporting other members of the team and helping to create a positive, friendly atmosphere within the project.



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Person Specification

Essential

- Some experience creating and managing social media strategy for companies, brands, or projects.
- Excellent written communication skills.
- Experience creating engaging content for social media.
- Experience scheduling and managing social media posts on Facebook and Twitter.
- Strong organisational, planning, and time-management skills.
- Desire to learn and improve the sustainability of your practice.
- Passion for the role of the arts in helping to combat the climate crisis.

Desirable

- Skills in graphic design.
- Experience in community engagement, management and growth through social media.
- Photography or videography skills.

Contact

Please feel free to get in touch before you apply with any thoughts or questions. That way, we can help you tailor your idea to best fit this project!

Oli Savage - Artistic Director -
oli@thegreenhousetheatre.com



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Bailey Fear - Executive Director -
bailey@thegreenhousetheatre.com

How to Apply

To apply, please [follow this link](#) to upload a copy of your CV, along with either 300 words or a 3-minute video on why you feel you would be well suited to this role before 23:59 on Friday 3rd December.

Other Information

The Greenhouse Theatre C.I.C. are committed to providing and promoting equal opportunities in every aspect of their work. Our Equal Opportunities Policy is available for download with this information pack.

The Greenhouse is committed to giving new voices a platform to develop their ideas and practices. The application process is open to all, but we particularly encourage applications from young creatives, ethnic minorities, disabled candidates and communities currently under-represented in the theatrical community. We guarantee that at least 50% of people interviewed from this role will self-identify as coming from a background under-represented in the arts.

If you feel that this application process is not appropriate for you, or would like any of our information in another format, please get in touch either by emailing oli@thegreenhousetheatre.com or by calling 07570113151, and we will be happy to help.