

# Employers Digital Skills Profile



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## Arad Goch Theatre Company

### Essential Digital Skills We Value

#### Digital Proficiency

Use of Microsoft software, SAGE payroll software for finance, software programmes for running production lighting, sound etc.

#### Digital Creativity

Adobe photoshop for leaflets and poster, website design and updates, video editing software

#### Digital Communication

Emails and video calls

### Company

Arad Goch Theatre  
Company

### Company size

8 permanent staff but  
up to 20 with temporary  
contracts

### Founded

1989

### Where is the company based

Aberystwyth

### Examples of typical graduate roles

Technicians  
Actors  
Schools liaison Officer  
Admin Assistant  
Marketing Officer



### How important is social media in the business?

"It comes into a lot of our roles. Everything is by email now but the marketing officers would need to promote our events in the medium of Welsh across all of our social media. Most of our marketing is done through social media now."

### What is your biggest advice to someone trying to get into your industry?

"Experience! I know it is a bit of a catch-22 because you can not get a job without getting the experience but just getting that experience, even volunteering, really gets your foot in the door, then the world is your oyster!"

### Do you think that people overlook the importance of digital skills in creative industries?

"Yes, it's a very important part of our industry. Showing what goes on behind the scenes is a good way of getting the message out there and so for example we make videos of the productions to get people interested. So skills in say digital marketing are critical for us."

### What are you not seeing enough of in terms of these digital skills?

"Technicians are very few and far between so finding people for those roles is quite tricky. There doesn't seem to be many people around with lots of marketing experience either."



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