

Paid Social Media Manager (Emerge Festival)

Job Description, Person Specification and Supporting Information

Application Reference no: SMM19

Job title: Social Media Manager

Term of contract: Contract: freelance contract for 40 days, starting ASAP and spreading the days between May 2019 and end of September 2019 (potential to renew).

Salary: £150 per day

Location: Flexible working either from home or at our office in the heart of Brighton North Laine, plus the option of a desk at our Brand Engagement Partner's (Livity) office in Brixton, London.

Overall purpose of role:

To utilise the festival's paid social media budgets to generate ROI and ticket sales in the lead up to the festival and to contribute to the organic side of our social media presence with support from the wider festival team.

Key responsibilities:

- **Paid social:** Oversight of all campaign building, management, optimisation and reporting of paid social spend predominantly across Facebooks ad terminal, with some spend towards YouTube
- **Organic social:** Work closely with the Marketing Coordinator on the delivery of all organic social media communications within festival channels (in particular Instagram) - scheduling, regular posting and some community management
- **Creative development:** Work closely with the Marketing Coordinator to brief designers, festival team, partners and young creatives to produce social content to support our organic and paid efforts
- **Analysis & reporting:** The tracking, recording and analysis of all paid social activity and regular reporting and liaison with festival team on all paid social activities and the impact on ticket sales

Specific tasks:

- Scheduling and delivery of the festival's entire paid social media output - oversight, scheduling, timely and compelling messaging, regular posting and some community management
- Liaison with festival team, partners and young creatives on the creation of marketing, messaging and assets (video, image ,text, Gif, animation etc)
- Effective use of digital analytics tools to track, measure and evaluate all web and social traffic and user engagement
- Regular liaison and reporting to the festival team on progress and impact, including occasional face-to-face meetings in either Brighton or London
- And any other "ad-hoc" duties as assigned by line manager

Essential knowledge & experience:

- Confidence throughout the paid social process, from campaign building, implementing tracking methods, optimisation and reporting (minimum of two years' experience)
- Demonstrable track record of positive ROI on paid campaigns
- In-depth working knowledge of Facebook, Instagram, Twitter and YouTube (a confident self-starter who is highly motivated and passionate about social media)

- In-depth working knowledge of social tools such as Hootsuite, Schedugram, etc needed for the organic side of the social strategy
- Proven track record of using Facebook Ads manager

Desirable:

- Practical understanding of the arts, heritage or festival sectors
- Experience working with young designers and creatives
- Facebook Blueprint certified preferred
- Design experience
- Practical experience of using Trello or other similar digital project management tools

Attributes

- You are a confident self-starter who is highly motivated and passionate about social media and ready to get stuck in to promote our festival
- You are highly analytical with a keen eye for detail
- You are an audience orientated social media marketer with the ability to communicate with the Emerge Festival's target audience of 18-30 year olds
- You thrive on working to targets, strict deadlines and using your initiative

Culture24 encourages applications from any individual, regardless of ethnic origin, gender, disability, religious belief, sexual orientation or age. All applications will be considered on merit.

TO APPLY:

Please write a letter to us explaining why you want the job and setting out in **detail how your own personal experience matches each of the criteria listed in the 'essential knowledge & experience'** part of the job description. If your experience matches the desirable experience, please address those points as well.

Please state clearly the reference number **SMM19** in the subject line of your email.

Please send your letter with a copy of your CV via email to Judith@culture24.org.uk by **10am on Friday 3rd May 2019.**

Deadline to apply: 10am Friday 3rd May 2019

Applicants notified: Tuesday 7th May 2019

Social Media Manager interviews: Thursday 9th May 2019



SUPPORTING INFORMATION

Who is Culture24?

Culture24 is an independent charity that brings arts and heritage organisations closer to audiences. Our vision is for a thriving and relevant cultural sector able to connect meaningfully with audiences of today. Our mission is to support arts and heritage organisations to have the confidence, imagination and skills to make this happen.

Our values: We challenge outdated notions of what arts and heritage organisations are and offer new ways of working through our unique brand of action research, digital publications, festivals and events. We lead the sector in developing the necessary skills and literacies to use digital as a force for positive change, building resilience and capacity.

Our ethos is based on learning together, learning from others and learning by doing. We help arts and heritage organisations listen to, understand and respond to changing audience needs and cultures. We bring organisations together to do things they couldn't do on their own, create shared opportunities and overcome shared problems together. We champion creative ways to help them exploit their assets and make the necessary strategic and practical changes to create value for the widest possible audience.

Find out more about Culture24 <https://weareculture24.org.uk/>

Download and read our current business plan:

<https://weareculture24.org.uk/ambition-business-plan/>

The Emerge Festival

Emerge is the new festival of night-time events, Lates, in museums, galleries and historic houses, brought to market by Culture24. It will be an annual showcase moment for the sector, taking place in London on the nights of Friday 27 and Saturday 28 September 2019, which will reach new young adult audiences in ways, on a scale and with such a high-quality customer experience that it will be a game-changer for the sector and its customers.

1. What are we aiming to achieve?

The vision for Emerge is to inspire new generations to fall in love with museums by turning customers' expectations of what museums are like and who they are for upside-down, creating new social value for audiences, communities and venues.

The Emerge Festival will be simple to understand from a customer perspective – one ticket admission to all one night's events. Participating venues will be organised into location-based circuits to make it easy for customers to take in more than one event per night.

The marketing will be tightly focused to the target audience of 18-30 year old Londoners particularly those who aren't currently interested in institution-based culture. The marketing plan revolves around using social & digital platforms to reach into spaces the target audience inhabits, heavily discounted tickets for 18-30 year olds and a PR strategy exploiting the programmed talent and novelty of the concept.

2. What we believe – What is the problem we believe Emerge is solving?

- There is a disconnection between young adults and museums/galleries. The night-time is the prism through which it is easier for new audiences to reimagine museums
- Lates are a powerful catalyst for change to support the diversification of the night time economy (building a diverse night-time cultural offer is a stated aim of London's Mayor)
- The element of live experience is what marks out Lates in a museum or gallery as something different to a daytime visit
- We will use innovative programming to break down barriers to reaching new audiences

3. Where we've come from – what have we been born out of?

- In 2017 Culture24 published research into Lates, the first study of its kind, which found evidence of good practice and huge potential for growth in the UK
- The reports made clear the huge opportunity the after-hours events offer the sector to generate income and attract new audiences
- Museums already face the issue of dropping visitor numbers from locals, the recent DCMS Mendoza review is clear in its call to "build sustainable and resilient models" and building a diverse night-time cultural offer is now a stated aim of London's Mayor
- Most festival customers are primarily influenced to buy a ticket by the 'overall line-up' (UK festival awards 2017 report). With Emerge the customer will be offered a great line-up combined with iconic venues that are open when they usually aren't. The combination of the two primary offers creates a compelling third offer
- Gap in the market – there is currently no UK-based single-ticket museum night-time event festival (Other cities around the world have had success with a one-ticket charging model for a museum night time events festival over a long period of time)

4. What are the values we want the Emerge Festival to embody?

- Open to everybody – create an exciting celebratory festival model for communities and audiences
- Champion the alternative spirit – be adventurous, creative, and open-minded
- Celebrate diversity – a commitment to equality programming that is reflective of the diversity of the audience and the personality of the venues
- Be true to the place it is in - build new connections inside circuits between communities, venues, artists and businesses