



RURAL MEDIA  
SOCIAL MEDIA &  
CONTENT PRODUCER  
JOB PACK

SUMMER 2022

## Hi. We're Rural Media.

We're a UK arts organisation and production company with a conscience. We're working to create a world where everyone has access to film, digital arts and media. We believe that everyone has a story to tell and the right to tell it.

We've grown a lot over the past few years and we want to do more to make sure the stories we tell reach more people. This summer we're looking to recruit a Social Media and Content Producer to help nurture, tell and share those stories.



The Social Media and Content Producer will develop and deliver the strategy for Rural Media's social media channels; create compelling copy and shareable content; help keep our websites updated; and run social media workshops with staff and contributors.

Sound interesting to you? This recruitment pack will tell you everything you need to know about applying to become a Rural Media's Social Media and Content Producer.

**The role is open to anyone based in the UK. We offer flexible working with some requirement to work from the Rural Media offices in Hereford when needed.**



## ABOUT RURAL MEDIA

**Rural Media Charity** was started 30 years ago by CEO Nic Millington. We're passionate about celebrating rural life and places and we support people from all different backgrounds to make quality media with social impact. The charity works with lots of different people, disadvantaged communities, schools, public service providers and other creative organisations. We deliver lots of different projects (big and small) that teach people media and communication skills and we spend most of our time creating issue-driven films and digital art that raise awareness, celebrate difference and influence change. It's really important that people who are facing barriers in life are given opportunities to make great media.

We also have a commercial arm called **Rural Studios** which produces film, TV, audio and interactive content for broadcasters including BBC and Channel 4. Profits from Rural Studios go right back into supporting the charity.

[www.ruralmedia.co.uk](http://www.ruralmedia.co.uk)  
[www.ruralstudios.co.uk](http://www.ruralstudios.co.uk)  
[twitter.com/ruralmedia](https://twitter.com/ruralmedia)  
[instagram.com/rural\\_media](https://instagram.com/rural_media)  
[facebook.com/RuralMediaCharity](https://facebook.com/RuralMediaCharity)





## ABOUT THE ROLE

1. Maintain Rural Media's social media presence across Facebook, Instagram and Twitter.
2. Create social media assets to support the company's objectives, missions and values, and to promote new and ongoing projects and activity.
3. Explore use of other social media platforms, such as TikTok, as a pathway for our master brands and individual projects to connect with a diverse range of audiences.
4. Develop paid plans to boost campaign activity and maximise event briefs.
5. Work collaboratively with Rural Media's project managers to create bespoke social media plans for individual projects and define process to support delivery.
6. Maintain and update Rural Media Charity and Rural Studios websites, ensuring high-quality functionality, user experience (UX) and search engine optimisation (SEO).
7. Create and distribute engaging written and/or graphic content in the form of regular internal and external e-newsletters.
8. Create and deliver training sessions to staff and project contributors in social media strategy and content creation.
9. Carry out any other reasonable duties assigned by Rural Media senior management team.



## KEY PROJECTS

### **Book Flicks**

One of the key projects the Social Media and Content Producer will support is Book Flicks. Following Rural Media's successful BBC4 programme series, The Read, Book Flicks will work with our network of emerging artists, libraries and lit festivals to showcase and promote literature through creative short film and social media content.

### **Martens on the Move**

An exciting new project which will train young people in digital and social media content productions skills with aim of engaging new audiences with wildlife and ecology preservation.

### **Point of View**

This is Rural Media's ongoing youth voice and empowerment programme, supporting 14-25 year olds across Herefordshire, Shropshire and Worcestershire to share stories in ways and in places that will influence policy. The Social Media and Content Producer will help increase the reach and impact of content produced through the programme, which includes podcasts and short film.

## WHAT EXPERIENCE IS NEEDED?

We're looking for someone who believes in working to empower people, particularly the most disadvantaged, to develop understanding, self-confidence and skills to enable self-expression through digital art and media activities.

Ideally, you'll have:

- Minimum 3-4 years' experience of successfully managing social media platforms and campaigns.
- Experience with a range of content creation software, such as Canva, Adobe Photoshop, and Film and Audio Editing software.
- Experience of drafting press releases and maintaining websites.
- Experience of delivering training or mentoring for individuals and/or groups, including young people.
- Excellent ICT, literacy and verbal communication skills.
- Excellent attention to detail.
- Ability to deal appropriately with confidential and sensitive information.
- Ability to work efficiently and to deadlines; show initiative and work independently.

## WHAT DO YOU GET OUT OF IT?

- Opportunity to shape the social media and content strategy for a growing organisation with national reach
- Deep understanding of how digital content, media and arts can have social impact
- Collaboration and team work
- Flexible and hybrid-working options.

## LOCATION

Flexible working from home with some requirement to work from Rural Media offices and at workshop locations regionally (tbc).

## CONTRACT

12 Month Contract. 22.5 hrs per week (3 Days).

## REPORTS TO

Head of Development

## LINKS WITH

CEO, Finance and Operations Director, Creative Director, Head of Production, and Project Manager(s)

## SALARY

NJC Scale 6: £26,436 - £28,615 p.a. (Full Time Equivalent)  
£15,862 - £17,169 p.a. (Pro Rata - 22.5 hours per week)

## HOW TO APPLY

There are two ways to apply:

- Complete this [online form](#) and include a copy of your CV and a covering letter, or
- Create a short video or audio recording - no more than 5 minutes long - that tells us about you and your interest in the role, and submit that along with a copy of your CV to [marketing@ruralmedia.co.uk](mailto:marketing@ruralmedia.co.uk).

## CLOSING DATE

**14th August 2022**

If you have any questions before applying, please email [marketing@ruralmedia.co.uk](mailto:marketing@ruralmedia.co.uk) or call 01432 344039 and ask for Julie Colman, Head of Productions.



IF THERE IS ANYTHING ABOUT  
THIS RECRUITMENT PROCESS OR  
THE WAY THAT WE HAVE  
PROMOTED THE OPPORTUNITY  
THAT HAS CREATED ANY  
BARRIERS TO YOU APPLYING  
PLEASE LET US KNOW.

