

Rural Media

Job Description & Person Specification

Social Media & Marketing Manager

Reports to:	Creative Director
Links with:	CEO Finance and Operations Director Development Manager Project Manager
Location:	Based at the organisation's office in Hereford at Packers House, 25 West Street, HR4 0BX.
Type of contract:	24 Month Full Time Contract
Hours of work:	37.5 hrs. per week (Monday – Friday 9.00 -5.30)
Salary:	NJC scale S01 pt 23 - 25 - £26,999 - £28,785 per annum

Overview

Rural Media

Rural Media is an award winning media education, production and development charity and Production Company, working across the UK with a significant geographic base in the West Midlands. We specialise in the innovative and creative use of digital media (video, audio, interactive, photography, web and print) to empower rural communities and develop new creative talent.

New Creatives Project Overview

Rural Media is the Midlands lead for New Creatives, a high profile two-year national programme with BBC Arts and Arts Council England to discover and showcase diverse young talent (16-30) through the creation of high-quality, bold and original moving image, audio and interactive artworks. Rural Media will commission and co-produce 30 films, 60 audio pieces and 4 interactive/immersive works.

Job Purpose:

3 days per week: The Social Media and Marketing Manager will be joining our team based in our Hereford offices to work on New Creatives. This will include working with diverse, inspirational young artists to help them create a social media plan to promote their artistic work and branding for digital and live audience engagement. You must be able to

demonstrate a brilliant knowledge, understanding and practical application of digital marketing, content and tools and be keen to support the promotion of artists' work.

2 days per week: The Social Media and Marketing Manager will contribute to the delivery of Rural Media's social media and marketing strategy comprising both individual projects and company wide profile. Your combined social media and marketing management skills will enhance Rural Media's web presence and brand by generating and curating engaging content and interacting with partners and key stakeholders.

Job Description

Main Duties: Major National Project

1. Devise tailored social media and digital promotion strategies for young artists commissioned as part of the major programme
2. Develop a one-to-one mentoring programme and mentor (face-to-face and remotely) young artists
3. Work with partner PR and Publicity teams on scheduling and planning press releases
4. Plan and deliver social media and digital distribution workshops to artists and creatives.

Main Duties: Rural Media

1. Grows and expand Rural Media's presence into social media platforms, and increase presence on existing Rural Media platforms including Facebook, LinkedIn, Twitter, and Instagram
2. Create and distribute engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages.
3. To expand and identify new opportunities for project / production development and revenue.
4. Ensure brand consistency in marketing and social media messages by working with Rural Media's project managers

5. Collect audience data and analyse interactions and visits, and use this information to create comprehensive reports to inform and improve future marketing strategies and campaigns
6. Maintain and expand upon relations with our funders, stakeholders and communities.
7. Work with external Social Media agencies and Design agencies in creating Social Media assets to support campaigns, new production launches and corporate initiatives
8. Establish and manage relationships with suppliers for marketing, design, print and promo production
9. Carry out any other reasonable duties assigned by Rural Media

All duties to be carried out with due regard to:

- Health and Safety
- Child and Vulnerable Adult Safeguarding
- Data Protection and Confidentiality
- Equality and Diversity Policy

PERSON SPECIFICATION – Essential and Desirable Qualities

Essential	Desirable
Minimum 2-3 years' experience of successfully managing social media and digital marketing campaigns	Experience on Adobe Photoshop and Video Editing Software
Experience with a diverse range of digital and media forms - film & video / online and mobile technologies / online platforms and strategies	A good knowledge of the UK arts and media sectors
Experience of generating press releases and/or articles or blogs for newspapers, journals and websites	Ability to travel within UK and occasionally Europe, and to work outside office hours when required
Experience of delivering training or mentoring	Experience of graphic design, web design and

for individuals and / or groups, including young people	strategy,
Experience of copywriting, data collection and analysis	Full UK driving license
Understanding of the potential of digital technology and film to engage and inspire participants, audiences and the community	
Flexible approach to work and hours to satisfy the needs of the company	
Excellent ICT, literacy and verbal communication skills. Attention to detail.	
Ability to deal appropriately with confidential and sensitive information.	
Ability to work efficiently and to deadlines	
Enthusiasm, passion and energy!	