

Introduction

This pack contains information on the role of **Social Media Producer** including the role description, person specification, overview of Photoworks and how to apply.

About Photoworks

Photoworks champions photography for everyone. We are an international platform, global in reach, and have provided opportunities for artists and audiences since 1995. We do not have a physical venue, but our online channels are always open. Our programme brings new experiences to audiences and opens up new ways to encounter photography.

Photoworks is a registered charity and the only organisation with a national remit for photography in England. Our work is supported by public funding through Arts Council England's National Portfolio.

We partner with organisations and venues across the UK to deliver our programmes. We are a small team of seven full-time and part-time staff, supported by freelancers and artist facilitators.

About the role

This post is a creative opportunity to work with the Photoworks team to produce digital content for the Photoworks Weekender in Brighton 24 – 27 October. By producing high-quality, engaging and accessible content tailored for social media the Social Media Producer will support Photoworks' to reach present global digital audience, and create a dynamic and engaging online programme of media that represents the weekend of events as they happen.

About you

You are a highly organised, dynamic individual with a passion for digital content creation and online engagement. You'll have a strong interest in digital trends and good understanding of cultivating and engaging digital audiences using social media. You might not be from an arts background – but you'll have a passion for visual art/photography and culture.

We are an equal opportunities employer and welcome applications from candidates of all backgrounds.

To apply, please email a small portfolio of your work, along with a short statement (no more than 500 words) about why you'd like to work on this brief, and how you might like to approach it to jobs@photoworks.org.uk. You must also complete our [anonymous monitoring form](#). If you would like to submit your application as a video or audio file, please contact jobs@photoworks.org.uk.

Deadline for applications is **9am on Tuesday 1 October 2024**.

Needs to be available Thursday 3 October (afternoon) for an interview.

Job title:	Social Media Producer
Hours and location:	Candidate is expected to be available to work in Brighton across the programme of activity we have planned from 24 – 27 October. Photoworks can arrange a hotel during this period.
Line manager:	Deputy Director
Fee:	£1050 (£150 day rate) Travel costs and per diems also provided
Contract type:	Freelance 7 days (1.5 days prep, 4 delivery [24-27 Oct], 1.5 wrap up)

BRIEF

Purpose of the role

Working closely with the Deputy Director and Programmes Producer, the Social Media Producer will run all aspects of Photoworks' digital promotions throughout the Photoworks Weekender, as well as consulting closely with Digital Marketing Officer to implement the digital elements of the communications strategy.

By producing high-quality, engaging and accessible content tailored to each platform, the Social Media Producer will support online engagement with Photoworks' digital audience, and increase brand awareness by planning and producing dynamic and engaging social media content throughout the Photoworks Weekender programme which includes talks, workshops, exhibitions and events.

The Social Media Producer will ensure that all content is rigorously researched and concisely written, taking into account style and brand guidelines, industry standards and digital accessibility.

Main outputs

Photoworks uses three main social media platforms (Instagram, X, Facebook) however we anticipate the main platform being Instagram.

The social media producer will develop a proposed strategy and plan for the best use of these platforms to enhance online visibility of the weekender, delivering this over the duration of the Weekender. The [full programme can be found here](#).

Who is this role suitable for?

You could be an online storyteller, a social media-savvy curator, a content creator, or a digital marketing whiz. We're open to fresh and engaging ideas to make our Weekender programme sing online, and resonate with people even if they can't make it in-person.

Knowledge and experience (essential)

- Experience of working in a similar role or brief (this does not have to be in the arts/charity sector).
- Excellent knowledge of social media platforms and experience of growing social media channels.
- Experience of producing live social media content.
- A good understanding of current digital trends.

Knowledge and experience (desirable)

- Experience of working with artists.
- Knowledge of contemporary photography, or experience of working in the arts (including voluntary/freelance roles).

Skills and abilities (essential)

- The ability to think creatively about storytelling.
- Excellent organisational skills, with the ability to plan and deliver multiple projects simultaneously to time, to budget and to a high standard.
- The ability to stay calm under pressure and prioritise workload to accommodate urgent tasks.
- Image software skills (eg. Illustrator, Photoshop)
- Strong interpersonal skills, with an ability to build effective working relationships with a range of colleagues and stakeholders, and a positive manner.
- Excellent communication skills, with an ability to produce clear, engaging and accessible copy tailored to different social media platforms.

Skills and abilities (desirable)

- Video and audio editing skills.
- Graphic design skills.

Attributes and personal qualities

- Strategic and creative thinker, flexible and open to new ways of working.
- Passion for communicating with and inspiring audiences, communities and partners.
- Interest in contemporary photography and cultural trends.

What resource will be available?

The Social Media Producer will have access to the Photoworks team, our artists, as well as access to all our events and behind the scenes. We can also make available a small budget to support distribution, production or small specialist equipment hire if needed.