Job Description

# Title: Social Media Officer

# Reports to: Marketing Manager

# Contract type: Permanent, full-time

# Location: Snape Maltings

# Context:

Britten Pears Arts is a pioneering music, arts and heritage charity based on the Suffolk coast. Britten Pears Arts runs two sites: Snape Maltings in Snape and at The Red House in Aldeburgh.

Snape Maltings is a leading regional visitor destination and a stunning place to visit and enjoy independent shops, cafes, galleries, heritage and the beautiful natural environment. It also is home to the majority of Britten Pears Arts’ music programme. Alongside this, the heritage property, The Red House in Aldeburgh, set in its peaceful 5-acre garden, adds to the offer for both the tourist and local community alike.

Britten Pears Arts works to ensure that the legacies of Benjamin Britten and Peter Pears continue to be enjoyed worldwide, this includes the Aldeburgh Festival, their archive, a cutting-edge programme of creative health work, the Britten-Pears Young Artist Programme, the house where they lived and extensive learning and inclusion work throughout Suffolk and beyond. Britten Pears Arts embodies their attitude, values, and belief in helping communities, the disadvantaged in society and those who don’t have access to music or culture.

The work of Britten Pears Arts is supported through a variety of income streams: fundraising, public funding, royalties and ticket sales plus the profit made by Snape Maltings Trading Limited, a retail, accommodation and hospitality company.

The Marketing Team is responsible for promoting all aspects of the organisation’s activities, concerts, community work, artist training as well as the destinations of Snape Maltings and The Red House and the retail, accommodation and catering offers. The Social Media Officer is essential to communicating this and our values across all digital platforms.

**Main purpose:**

The Social Media Officer will be the voice for Britten Pears Arts and Snape Maltings across all social media platforms. The post holder will be responsible for generating content for, and running all social accounts, including Facebook, Twitter, Instagram, LinkedIn, YouTube as well as looking at new opportunities.

Working closely with two Marketing Managers, (one for Destination and Retail one for the charitable activities) and promoting the offer of both Britten Pears Arts (BPA) and Snape Maltings Trading Ltd (SMTL). The role will support the growth of The Red House, Aldeburgh as a tourism destination, with the priority of driving footfall to the site for the retail and catering businesses. With a focus on copywriting, content creation, organic and paid-for advertising, and data analysis.

**Key duties and responsibilities:**

To work as part of the Marketing team to implement effective campaigns to communicate the wide breath of the organisations output. The Social Media Officer will manage and build strong relationships with various departments to gather information on all events and offerings across both sites. Create a content plan for delivery on relevant platforms.

* Day-to-day social media posting, scheduling, and management, following a planned strategy developed in conjunction with the Marketing team.
* Engaging with and being present during site wide activity in Snape and Aldeburgh (and sometimes off-site) to create content to share across our social channels.
* Collating data required for reporting and tracking engagement – including monthly social media tracking.
* Monitoring social media, including engaging and responding to comments and messages, with our online audience.
* Photography and filming of events, activities, and concerts to provide content, where required.
* Building relationships with likeminded and local businesses
* Run relevant social competitions and other methods to incentivise engagement.
* Arranging appropriate professional photoshoots as necessary.
* Some out of standard business hours will be required for responses to socials. For significant out of hours work time off in lieu will be given.
* Other tasks as reasonably requested by the Marketing Manager.

# Other tasks

* Attending events and concerts as required (often out of standard working hours) for photography and also to support the aims of the communications team.

# Person Specification: Social Media Assistant

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| **Criteria** | **Essential** | **Desirable** |
| Experience | * Experience of using Facebook, Twitter, Instagram and LinkedIn,
* Experience of working with at least one social media platform over and above personal use.
* Experience and knowledge of other social media platforms.
* Experience of creating engaging social media content.
 | * Experience of, or interest in music, heritage, arts, retail, catering, and destinations.
* Experience of working within a marketing environment
* Experience of using business management tools for social media
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| Skills/knowledge | * A high standard of verbal and written English
* Able to demonstrate a high level of computer literacy and digital understanding.
* Excellent interpersonal skills
 | * Knowledge of CMR
* Knowledge of CMS
* Copywriting
* Filming / photography
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| Ability/aptitude | * Excellent attention to detail
* Able to analyse data
* Ability to work under pressure and to meet deadlines
* Ability to prioritise workload
* Ability to work well as part of a team as well as on own initiative
 | * Ability to quickly develop new skills.
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| Special requirements | * High degree of commitment and flexible approach to working hours
* Available for evenings and weekends
 | * Full UK driving licence
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