

Role

A new and exciting role in the communications team, you will have a solid understanding of social media platforms and multiple accounts, channels and pages. You will be responsible for developing, implementing and maintaining our social media content to grow our reach and engagement. You will collaborate with the wider team to deliver successful campaigns and projects for our nationwide venues, artists, shows, tours, promoters and partners to meet the agreed company objectives and targets.

Our team

An integral role in the department, you will be fully immersed in our overall creative and strategic output to provide best-in-class social content alongside a dynamic team, where collaboration is at the heart of everything we do.

About you

- Significant and demonstrable experience in a social media role, focusing on music, brand, agency media or entertainment.
- Extensive knowledge and understanding in all social media platforms.
- Outstanding and innovative editorial expertise
- A track record in content creation, using editorials, photography and video to engage with online audiences.
- Good awareness of PR, marketing and community management
- Skilled in developing fan-bases and moderation techniques.
- Experienced in a fast-paced, creative environment.
- Proficient in social reporting tools for extracting and reporting insight.
- Competent in editing tools and optimizing formats for social media platforms.
- Brand management experience

What we need

Dynamic with outstanding attention to detail

Strong project management and people skills

A team player and collaborative by nature

Quick-witted and calm in a crisis

Accountable and organized with a strong sense of time management

High level communication skills

Data driven and an analytical, results-driven professional.

Extremely organized and self-motivated

Positive with a proactive, can-do attitude

Understanding of the wider industry landscape, social media platforms and techniques

Flexibility to work irregular hours (weekends/evenings/public holidays)

What you'll be doing

Devise, implement and evaluate social media strategies and campaigns for shows, tours, events, venues and ad hoc projects.

Collaborate with the head of PR and brand communications and align with department leads (PR, digital marketing, design, marketing), regional marketing executives, promoters, partners, ticketing services and agencies to deliver a fully integrated content-driven plan, increase ticket sales and optimize commercial and promotional impact.

Plan, review, and strategies daily/weekly/monthly content across multiple platforms

Own and curate calendar management, content creation and all postings

Communicate plans to internal marketing and PR leads.

Maximize engagement and growth with our community.

Monitor the reach of all our social media channels.

Implement effective processes to ensure smooth and timely delivery of assets to channels

Ensure a consistently high-quality output.

Produce and distribute regular (daily/weekly/monthly) reporting and analysis of all social media data with benchmarking to shape our strategy.

Conduct social listening and monitoring to understand brand sentiment and to inform future campaigns.

Improve channel engagement and performance.

Present and review the social media strategy to the head of PR and brand communications, department leads and key stakeholders on a regular basis .

Deliver robust campaigns to grow social communities, increase purchase intent and ticket sales.