



Communications & Social Media Officer

The role of Marketing & Social Media Officer is to help promote Maketank and widen its reach, both within the local community and nationally.

This is a busy, hands-on role requiring energy, creativity and tenacity. Excellent time management and self-motivation are essential.

Maketank is a cultural lab for social change; a creative home for local and artistic communities to generate culture that moves people and changes places. We believe that there is a synergetic relationship between thriving artists and thriving communities.

Maketank provides artistic and cultural education, engagement and experience to the communities of Exeter, Devon and wider region, by positioning art and culture at the heart of placemaking and urban regeneration through creativity and play.

Our vision is Exeter as a flourishing creative city with a sustainable cultural ecology, built on community participation, grassroots inclusion, co-creation. We aim to leverage the power of arts and culture to serve as a catalyst for cultural, community and urban development. Working collaboratively Maketank aims to provide support and advocacy for cultural activity, while pro-actively encouraging and providing facilities and services for research and development of artistic and cultural practices that foster greater diversity, inclusion, creativity, wellbeing and social growth in local communities.

maketank.org.uk | [@maketankexeter](https://twitter.com/maketankexeter)

JOB DESCRIPTION

Job title: Communications & Social Media Officer

Purpose of Job: Assist with the management of all Maketank's social media platforms to help create marketing and social media content, and support our brand. This includes: creating designs for internal and external events, posting to Facebook, Instagram and Twitter, creating posters, resharing content and events happening in the community. You'll have experience in managing online communities, responding to issues and queries. You'll be an excellent writer with the ability to create content for maximum engagement.

SOCIAL MEDIA

- Manage event's materials into collection of images, stories, marketing materials
- Create social media content that is creative, compelling and fun across our social media platforms
- Plan and oversee social media campaigns for upcoming events
- Help maintain Maketank's voice and engagement with existing and new followers

COMMUNICATIONS

- Plan, write and schedule newsletters and manage the mailing list
- Write and manage press communications
- Maintain and update press contact database

PERSON SPECIFICATION

We are especially keen to hear from Exeter and/or South West based freelancers, however work can be done remotely. This opportunity is aimed at young people (18-25) who are interested in roles within the creative arts and who are interested in getting into freelancing. We welcome and encourage applications from individuals without formal education and/or who identify as:

- Disabled
- Neurodiverse
- Working class
- LGBTQ+
- Global majority* and/or migrant

*This includes people of Black Caribbean, Black African, South Asian, East Asian, South East Asian, Middle Eastern, Arab, Latinx, Jewish, Romany and Irish Traveller heritage.

We are particularly keen to hear from Black and Global Majority people, and candidates who self-identify as neurodiverse.

If you have some of the criteria below and are interested in learning more please get in touch.

EXPERIENCE

- Awareness of different media outlets (essential)
- Experience of working across social media platforms (essential)
- Experience of working for an arts organisation (desirable)
- Familiarity with Mailchimp and Wix (or compatible website builders)
- Some design experience, and familiarity with design programmes (desirable)
- Proficient in Google Spreadsheets

SKILLS

- Excellent written and verbal communication skills
- Excellent social media platform proficiency
- High level of computer literacy

- Strong administrative and organisational skills
- Great attention to detail
- Ability to work to deadlines
- Good research skills
- Excellent time management skills
- Strong copywriting skills

QUALITIES

- A genuine interest in and passion for the arts and culture - whether at a community engagement level and / or on a broader national scale
- A genuine interest and passion for social media engagement
- Enthusiasm and support for Maketank's vision and growth
- Understanding of social media and overall digital trends across the arts
- A fast learner, who can quickly digest and retain information quickly and accurately
- Creative, positive and flexible approach to work
- Approachable with a friendly, efficient and helpful attitude
- Discretion, tact and a sense of humour
- Friendly online presence / engagement with our followers and clear communication

WHAT WE CAN OFFER YOU:

- Experience and support in setting yourself up as self employed
- Training in social media / creating content to fit a brand
- Opportunities to get involved in the arts in Exeter
- Access to Maketank's events and activities
- Opportunities to grow your client base

TERMS AND CONDITIONS

Equal Opportunities

Maketank is an equal opportunities employer and contractor. All staff members are required to adhere to Maketank's Equal Opportunities Policy, which is available upon request.

Terms of Contract

This is a freelance position with a six month contract (can be shortened to three months if needed)

Compensation

£10 an hour

Hours

Average is 12-16 hours a week, Monday to Friday. Some weekend work might be required during events.

TO SUBMIT YOUR INFORMATION

- Send us a short cover letter (up to 500 words) or a video (up to 4 min).
- Digital samples of your work and/or link to a portfolio
- Your CV

Send it to: hello@maketank.org.uk

Any questions, don't hesitate to contact us before submitting your information.