

FREELANCE MARKETING AND SOCIAL MEDIA MANAGER FOR COMO NO & LA LINEA FESTIVAL

About Como No & La Linea

Como No is England's leading promoter of music from Latin America, with a legacy dating back to the 1980s. We've presented landmark shows in venues ranging from The Jazz Café and Village Underground to the Royal Albert Hall and The O2 Arena.

Our flagship event, La Linea - The London Latin Music Festival, has brought exciting projects and memorable performances to audiences across the capital every April since 2001. Artists such as Gilberto Gil, Celia Cruz, Natalia Lafourcade, Buena Vista Social Club, Seu Jorge, and Los Fabulosos Cadillacs have all been part of our program.

Since April 2023 Como No has been a National Portfolio Organisation supported by the Arts Council of England. As a National Portfolio Organisation supported by Arts Council England, we are now poised to expand our work and further develop the bridge between Latin America and the UK.

Why we need you

Como No is growing, and we're seeking a talented freelance Marketing & Social Media Manager to elevate our digital presence and engage with our diverse audiences. You'll play a critical role in communicating our brand, promoting our events, and building lasting connections with Latin music lovers and artists.



Role Overview

As our Social Media Manager, you will:

- **Create and Implement a Social Media Strategy:** Develop engaging content plans that align with Como No's mission, highlight our events, and grow our online communities across platforms like Instagram, Facebook, Twitter/X, Threads and TikTok.
- **Produce Creative Content:**
 - Craft compelling posts, stories, and graphics.
 - Use your video production skills to create eye-catching reels and short-form videos tailored for social platforms.
- **Write Compelling Copy:** Develop persuasive and engaging captions, headlines, and content that captivate diverse audiences and inspire action.
- **Engage Audiences:** Respond to comments, messages, and tags to foster an active and inclusive community.
- **Monitor Trends:** Stay on top of social media trends, platform updates, and analytics to inform content strategies and optimise engagement.
- **Promote Events:** Coordinate promotional campaigns for La Línea Festival and other year-round Como No music events, collaborating with artists and venues to expand reach.
- **Analyse Performance:** Track and report on social media performance, providing insights to enhance future campaigns.
- **Stay Organised:** Manage content calendars, ensure deadlines are met, and maintain a structured workflow.
- **Support Diversity and Accessibility:** Ensure content reflects our commitment to inclusivity and appeals to diverse audiences.

About You

Essential Skills and Experience:

- Proven **experience managing social media** for arts organisations, music events, or cultural initiatives.
- Strong **understanding of Latin American culture** and music, with the ability to communicate its vibrancy and significance.
- Exceptional **writing and storytelling skills**, with a creative flair for crafting compelling copy.
- Proficiency in **video editing**, including editing reels or short-form videos for platforms like Instagram and TikTok.
- **Organised and detail-oriented**, with the ability to manage multiple priorities within deadlines.
- Experience **running paid social media campaigns** using Meta Business Suite (Facebook Ads, Instagram Ads, TikTok Ads).
- Proficiency in **content creation tools** (e.g., Canva, Adobe Suite) and scheduling platforms.
- Ability to **work independently** and demonstrate initiative.

About You

Desirable Skills:

- Fluency in Spanish and/or Portuguese.
- Familiarity with SEO.
- Experience working with not-for-profit or Arts Council-funded organisations.

Terms and Conditions

- Contract: Freelance, project-based, 6 months with possibility of extension (approx. 2-3 days per week, with increased hours during peak periods such as La Línea Festival in April/ May).
- Fee: Competitive, based on experience.
- Location: Remote, with occasional in-person meetings or events in London.
- Start Date: January 2025.

Applicants must have the right to work in the UK, meaning they must already hold the appropriate visa, residency status, or citizenship that allows them to work in the UK without requiring additional sponsorship. Unfortunately, we cannot provide visa sponsorship for this role.

How to Apply

Please send your CV (max two pages) and a brief cover letter outlining how your experience meets the essential and desirable skills for the role to info@comono.co.uk with the subject line Application – Marketing and Social Media Manager.

Application deadline: **Monday, 16th December, 10 am.**

Please complete our [Equal Opportunities Form](#) it when you have finished your application. Data is collected anonymously.

Diversity and Inclusion

We value diversity and inclusion. We encourage applications from all backgrounds, particularly those from historically under-represented groups, including individuals of Latin American heritage, Black and minority ethnic communities, LGBTQ+ individuals, people with disabilities, and those from working-class backgrounds.

