

Job Title: Social Media Manager

Location: London

Job Type: Contracted Part-Time (3 days per week)

Pay: £30,000 (pro rata 3/days week)

Start Date: November/December 2024

End of The Road's international reputation as the UK's best independent, multi-arts festival is unrivalled. We are looking for a creative and enthusiastic **Social Media Manager** to create content, engage our tight-knit online community, grow our fan base and continue building a strong social media presence. This is a part-time position, requiring a commitment of 3 days per week, hybrid, with 1-2 days a week in our London office.

You will work closely with our Head of Marketing and the rest of our small team - Co-Founder/Director, Managing Director and Head of Programming - as well as our freelancers across PR, design, photography, video, and more.

Key Responsibilities:

- Day-to-day management of End of The Road's social media accounts (Facebook, Instagram, X, TikTok, Youtube)
- Create, curate, and schedule content, including text, images, videos, stories, and live updates.
- Monitor and respond to followers, comments, and messages.
- Collaborate with the wider team to align social media campaigns with overall festival activities.
- Track performance metrics using social media analytics tools (e.g., insights, engagement rates, reach) and analyse reports to optimise content.
- Assist with live coverage of relevant events throughout the year, including real-time updates, behind-the-scenes posts, and engaging with attendees online.
- Stay up to date with social media trends, tools, and best practices to ensure innovative and fresh content.
- Support and coordinate giveaways, contests, and collaborations with artists, sponsors, and partners.

Skills:

- Excellent written and verbal communication skills are paramount. Any experience in copywriting or journalism would be considered a strong advantage.
- An affinity for and understanding of End of The Road Festival's unique voice and position within the market is essential
- Experience in a similar role, preferably in the music or events industry is essential
- Strong knowledge of major social media platforms and their features. There will be a focus on TikTok and Instagram-focused content creation and management, so experience within these platforms is essential.
- Familiarity with photo and video editing software (e.g., Adobe Suite) is required
- You will need at least a basic understanding of social media analytics and reporting tools.
- Be creative, proactive, and capable of working independently.
- Have a love of music, events, and social media trends.
- Be available to work flexible hours, especially leading up to and during the festival dates.

How to Apply: Please send your CV and cover letter to applications@endoftheroadfestival.com. Applications will be accepted until midnight **3rd November**.

As an organisation, we celebrate and support members from all backgrounds and are working to build an adaptable culture of mutual allyship and an environment where everyone is comfortable being themselves 100% of the time. We actively encourage applications from people of every race, gender, religion, age, disability and the LGBTQIA+ community.