

## **SOCIAL MEDIA MANAGER**

Company: Bird On The Wire

Location: London, UK

Employment type: Part-time (1-3 days a week), contract or freelance dependent on preference

Salary: competitive and dependent on experience.

Closing Date : 7 April

Independent promoters Bird On The Wire are looking for an innovative, organised and driven creative to join their team part-time as Social Media Manager. The successful candidate will be passionate about live music and culture generally, and BOTW's diverse roster. They will work across a broad range of artists, creating content and managing a range of social platforms to engage audiences. Thinking outside the box, they will show a keen interest for art direction (photo, graphic design, video) and a geeky approach to online tools to reach and engage with our audiences. With a handle on short form stand-out content and a love of design, you'll be going out to our gigs to shoot material, as well as designing graphics and other social assets.

Key responsibilities include:

- Designing BOTW's socials strategy with our Head Of Marketing.
- Developing and implementing creative campaigns for our artists and events
- Shooting and editing short-form pieces using phone, film, polaroid, etc.
- Creating original and engaging social content (including some artwork creation in InDesign and Photoshop)
- Community management (Instagram, TikTok, Whatsapp, Facebook etc.) with an ability to interpret data and provide actionable insight.
- Some statistics reports and analysis
- Some creator / influencer strategy

Required skills and experience:

- 2-3 years previous experience in related socials duties.
- Excellent organisational skills, with meticulous attention to detail
- Skilful with Adobe Creative Suite and social content editing tools e.g. CapCut, with a desire to develop creatively (Premiere Pro & After Effects skills are a plus)
- Proven success managing and growing social media accounts, particularly TikTok and Instagram.
- Great communication (written and verbal) balancing professional and personable.
- A team player who works efficiently and proactively with colleagues and partners showing initiative and enthusiasm.
- Positive and 'can do' attitude, providing solutions to problems.
- Ability to work to deadlines across multiple projects whilst prioritising tasks.

To apply please send a CV and cover letter to [info@birdonthewire.net](mailto:info@birdonthewire.net)