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**Role: Social Media & Marketing Co-ordinator**

**Annual PAYE salary: £4,800 (prorated) for one day per week (we may consider a freelance arrangement subject to negotiations).**

**Start date: w/c 24 January 2022**

**Deadline to apply: 11 am on Monday 10 January, 2022**

NB: this position is open to all but we will prioritise those who live in, or have a strong connection to, Sandwell and / or the Black Country.

**Job Description**

Multistory is looking for a Social Media & Marketing Co-ordinator to both produce creative content for our social media channels and develop campaigns for projects and activities across different types of media (print, radio, TV and online platforms). The role will support the implementation of an audience engagement plan to maintain and increase new audiences. It will be split between the design and delivery of our social media planner (weekly), and supporting the marketing, comms and PR campaigns for our activities which are project specific in accordance with planned delivery dates.

The successful candidate will be enthusiastic about, and have a proven track record in, marketing, comms, PR. We’re looking for someone who has an interest in the arts, who will take a creative approach to social media and is confident to build and maintain press and media relations.

Delivery will take place in a hybrid capacity, some remotely and some at the Multistory offices in West Bromwich Town Hall, when required.

**Key Responsibilities**

1. Produce and post social media content in line with the arts programme and project activities.
2. Assist in writing press releases and work with colleagues to co-ordinate press and media campaigns and communicate with PR / media agencies.
3. Track and report on social media activity and press campaigns.
4. Gather content and write copy for marketing materials / Multistory’s website.
5. Support the production and implementation of the audience development plan.
6. Plan and organise distribution of marketing materials, maintaining marketing contacts.
7. Liaise with external parties, such as local press, partner organisations, community groups and venues to promote our activities.

General

1. To attend staff meetings as required.
2. To represent Multistory at external meetings, seminars, conferences as required.

**Required Skills and Experience**

1. Experience of using social media platforms creatively.
2. Strong communication skills, including copywriting.
3. Experience of designing and delivering comms / PR / audience development plans.
4. Strong co-ordination and administrative skills with attention to detail and efficient management of time, multiple tasks and priorities.
5. Able to work on own initiative, and as part of a team; anticipate situations and problems and find appropriate solutions.
6. Self-motivated, creative, enthusiastic and ability to learn quickly.
7. Computer literacy, including Word, Excel, Outlook, PowerPoint.

**Personal Qualities and Values**

We are a committed equality of opportunities organisation and we celebrate diversity in all its forms. You will be expected to share the qualities and values listed below.

* A commitment to equality, diversity, accessibility and inclusion.
* An interest in the arts and creativity.

**About Multistory**

Multistory is a community arts organisation. We have been based in West Bromwich in the borough of Sandwell for 16 years and the people and place shape our work. We build meaningful connections between local communities and artists to produce creative projects that tell stories of everyday life. We believe in the power of art to reflect the times we live in and tell stories to bring people together.

We work with a wide range of communities, creatives and partners to reimagine the local area, platform under-represented voices and inspire creativity and social change. Our programme of participatory arts projects, workshops, talks and events takes place in libraries, community centres and indoor and outdoor public spaces. The stories told through our projects have a local resonance but are also seen by audiences far beyond, both in national exhibitions and through our digital programme. We support creatives through collaborative projects, employment, bursaries and skills development opportunities.

Our upcoming projects include: the Wednesbury HSHAZ Cultural Programme, and environment and urban greening programme, Sandwell Stories a podcast by young people and the Blast! Creative Network artist development programme.

**Key dates for your application**

The deadline for submitting your application is 11 am on Monday 10 January 2022. If you’re shortlisted, we’ll let you know by 5 pm on Wednesday 12 January and invite you to an interview to take place on Wednesday 19 January 2022. We would like you to start w/c 24 January. We will send the interview questions in advance of the interview, so that there is time for you to prepare.

**How to Apply**

We encourage proposals from applicants regardless of age, gender, ethnicity, disability, sexuality, religion and/or belief, particularly from those with lived experience of inequality.

Please send:

* A **covering letter** (no more than 2 A4 pages) with two references(or a sound recording or video of no more than 5 minutes), explaining why you feel you suit this role and what relevant skills, experience and interests you can bring.
* Your **CV** with two references,stating what your relationship is to Sandwell and/or the Black Country (if you have one).
* A completed **monitoring form**.

Please email your application to info@multistory.org.uk with **Social Media & Marketing Co-ordinator** in the subject line, along with your name, address, email and mobile number.

If you’d like to talk with someone in the team before you apply or tell us if we can do anything to make the application and/or the selection process more accessible for you, please use the same email address.

**Contract of Employment**

This is a part-time PAYE role for one day a week (subject to a six-month probationary period) and the annual salary is £4,800 (prorated). We can agree with you which day of the week you will work to suit your needs. We may consider a freelance arrangement subject to negotiations.

Multistory

11 November, 2021