

# WE ARE **HIRING!**

## Social Media Assistant

**Contract type:** Freelance, fixed-term

**Contract length:** 12 months, ideally starting in February 2024

**Fee:** £27,300 (FTE)

**Hours:** 3.5 hours per week to be completed within standard working hours/days to cross over with other staff.

**Location:** Remote working (Music for All does not have an office base)

**Reports to:** General Manager

### Background

The office team currently manage the constant and varying requirements of producing social media content alongside their other responsibilities.

Through careful planning (via the comms calendar) and a consistent approach to messaging (with the brand guide), the team have increased social media followers significantly over the last 12 months:

YouTube by 258%

Instagram by 52.6%

'X' (Twitter) by 11%

Facebook by 6.7%

Despite the considerable strides the charity has made, social media is a fast moving world that is constantly evolving and investment in this area will help to ensure the charity gains the most from its use, particularly with initiatives such as the Big Give Christmas Fundraiser and extra fundraising for specific projects.

### Overview of the Role

Help us to grow the charity's online profile!

Do you have experience managing multiple social media streams for an organisation?

Do you enjoy creating visually engaging content?

Social media content management is a vital part of any communication strategy. Join us to develop our social media output to give the charity an outstanding and influential online presence.



## Key Responsibilities

*You'll schedule the charity's monthly posts (currently c. 15) each tailored to specific platforms utilised. Where necessary, you will design content from scratch via customised software .*

- Working with office staff including General Manager, Projects Coordinator, Charity Coordinator plus charity Trustees (as applicable) to create engaging and appealing content for Music for All's social media channels.
- Ensuring social media content aligns to brand guidelines and helps the charity to reach new audiences.
- Develop appropriate social media content for all channels supporting specific charity projects and campaigns.
- Post specific social media content as outlined in the charity comms calendar.
- Evaluate impact of social media exposure with the General Manager so approaches and creative direction can be refined and amended as appropriate.
- Help the office team to further understand the particular requirements and opportunities of each channel and hone their content production skills.

## About the Charity

Established 27 years ago, Music for All is dedicated to changing lives across the UK by improving access to music making. We are a passionate, focused and ambitious UK charity helping disadvantaged music makers experience the joys and far-reaching benefits of making music. To find out more, visit:

**[WWW.MUSICFORALL.ORG.UK](http://WWW.MUSICFORALL.ORG.UK)**

## Personal Specification

*We encourage applications from individuals who would like to develop their skills in one or more of these areas.*

- Proficient knowledge of the purposes and benefits of posting across the different social media platforms with an understanding of tailoring content between them
- Experienced in writing engaging online content, with the confidence to independently expand headline themes
- An ability to prioritise workloads and recognise when further guidance, support or direction may be needed.
- An interest and understanding in both the benefits and challenges of the charity sector as well as community music/music education sector.
- The ability to effectively monitor engagement with followers and posts with a curiosity to understand Music for All's audience.
- A willingness to learn more about the work of Music for All including an understanding of the charity's aims and core mission.

## How to Apply!

To apply **complete this form** by:  
**9am on 22 January 2024.**

If successful, interviews will take  
place online on:  
**29 January 2024.**

Should you have questions about the role  
or the application process, please email:  
**[jobs@musicforall.org.uk](mailto:jobs@musicforall.org.uk)**