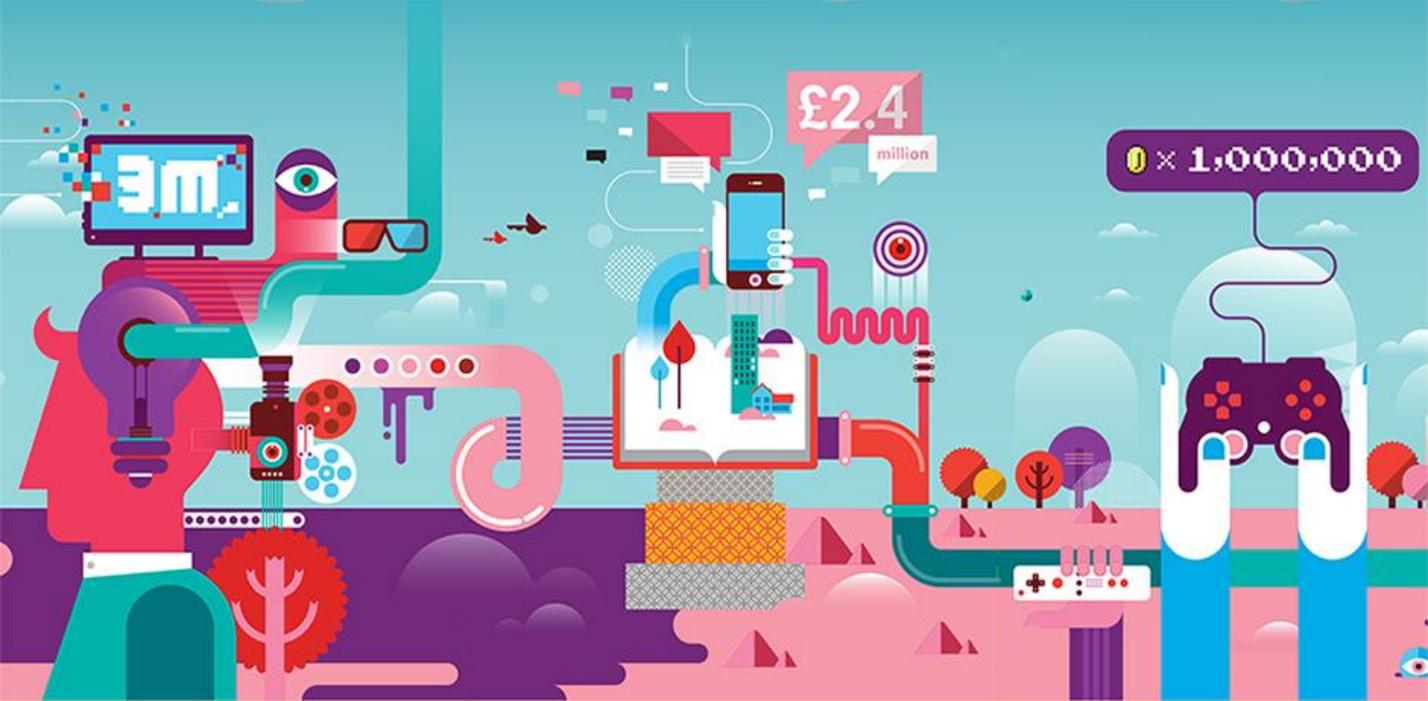


Creative England Recruitment Pack



Social Media Coordinator

This pack will provide you with the information required to assist you with your application.

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1. Advert

Creative England is dedicated to the growth of the creative industries; investing in talented people and their creative ideas, nurturing our richly diverse games, TV, film and digital media industries. We are now looking for a self-starting Social Media Coordinator to join a small highly motivated Marketing team.

This role requires strong research, writing and editorial skills with an interest and understanding of the creative sector and social media trends. The ideal candidate will be tech-savvy when it comes to collating, posting, monitoring and maintaining our online content and presence.

We work with a wide range of partners and investors from commercial brands and companies such as Google, Facebook and KPMG to local authorities, cultural bodies, universities, government and the European Commission. Our coordinator will be capable of creating attractive and engaging content that demonstrates flair and innovation.

Reporting to the Marketing Manager, you will use our website and social media streams to promote Creative England's interests – championing what we have to offer to the industry.

If you have a passion for social media and have the skills and flair to join our team of experts then Creative England wants to hear from you!

CONTRACT: Immediate start preferred/ initial 1 year renewable contract

STARTING SALARY: £20k per annum

LOCATION: Greater Manchester

DEPARTMENT: Marketing & Partnerships

REPORT TO: Marketing Manager

DEADLINE: Monday 18th April 2016 (midday)

INTERVIEWS: w/c 25th April 2016 (exact date tbc)

Creative England promotes cultural diversity and equal opportunities for all

2. The Package

The salary for this role is £20,000 per annum dependent on experience on an initial 1 year contract which will be renewable subject to funding. The package also includes 25 days annual leave and 5% employer contribution to our pension scheme (pension eligibility after 6 months service).

3. How to Apply

Please apply by CV and cover letter, ensuring that you meet a majority of the criteria set out in the person specification. You should also include your contact details and details for two business references (preferably emails).

You should email your application to jobs@creativeengland.co.uk OR post (registered only) FAO Caroline Hinds, Head of HR & Operations, Creative England, The Greenhouse, Pod 52, 111 Broadway, MediaCityUK, M50 2EQ. The deadline for applications is **18th April 2016** (midday). This date may be sooner subject to volume of applicants so we advise you submit your application sooner rather than later!

No late applications will be accepted.

You will receive an acknowledgement email within a few days. You will then be contacted by the **22nd April 2016** at the very latest if you have been shortlisted.

It is company policy to only contact shortlisted candidates, we do not provide feedback at application stage.

4. About Creative England

Creative England is dedicated to the growth of the creative industries. We invest in talented people and their creative ideas, nurturing our richly diverse film, TV, video games and digital media industries. We support talent, offer investment and loans to companies and champion the best ideas of talented people and their businesses.

In our four short years we have grown our turnover and expanded our portfolio substantially. We are a not-for-profit company with a strong commercial ethos and we expect our past level of expansion to continue. We are looking for an ambitious self-starter who aligns with our aims and objectives and who has both the creative and commercial acumen to manage our games offer.

What we do?

- ✓ Grow talent and businesses
- ✓ Address market failure and raise ambition
- ✓ Build the right climate for creative industries to thrive

Why we do it?

Because England's creative businesses are already a big success. They generate jobs, profile and value. They drive innovation. We can help raise their ambition further. But some are under-capitalised and under-skilled. They need better access to mentoring, infrastructure, business planning, finance, markets, new ideas and wider networks. We help provide it. And because there is a damaging inequality of access to these things between London and the rest of the country, talent is wasted, opportunities are lost. We believe London's world position should benefit the whole country

For more information on the company and our activities in other creative sectors:

www.creativeengland.co.uk



5. Job Description

MAIN AREAS OF RESPONSIBILITY

Writing, creating and acquiring content for the Creative England website; sourcing new content, conducting interviews, writing up, posting and utilising all social media streams to promote our offer

Ensuring that the website is maintained to optimal working capacity, ensuring high quality standards and innovation across usability, design, content and conversion

Plan and publish social media content to raise awareness and build partnerships with the industry via all existing platforms

Care and champion our Marketing strategy, supporting the team to encourage collaborative delivery of strategy across the company

Delivering our online Editorial Plan; featuring companies/ projects we have supported , celebrating success and wins

Researching data from the industry; keeping abreast of key developments and working closely with the team to ensure we are one step ahead with updating our online content

Researching and monitoring industry press to identify stories which could be included on our sites; liaising with the PR Manager

Communicating with staff and assisting with website queries or problems

Be an advocate and ambassador for Creative England, ensuring that our brand is correctly represented across all channels

Undertaking research as and when required to support Creative England events and campaigns

Undertaking any other ad-hoc online content as/ when needed

Work closely with the Marketing Manager in to develop and optimise our social media profile

Job Description Continued...

Assist with updating and maintaining information on the company's CRM database, including creating and producing mailing lists and reports as/ when needed

To carry out other such duties as the Chief Marketing & Strategy Officer might reasonably require

To undertake any other reasonable activities as directed by CE management

All staff must develop Creative England's commitment to equal opportunities and promote non-discriminatory practices in all aspects of work undertaken.

This description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing

What are we looking for?.....

PERSON SPECIFICATION

Core competencies

- ✓ A good working knowledge of CMS; a clear understanding of day-to-day website disciplines
- ✓ Strong research and marketing skills, including writing for the web
- ✓ Highly organised, self-motivated with the personal drive to complete multiple tasks to required timescales and standards; flexible in approach to work
- ✓ Demonstrable experience in a similar position
- ✓ A working knowledge of website technologies and KPIs
- ✓ Demonstrable knowledge and understanding of the latest trends in social media
- ✓ Ability to professionally engage with staff and key stakeholders; confidence in building relationships and collaborating

Aptitude

- ✓ Knowledge & interest in the wider national creative industries
- ✓ The ability to think differently
- ✓ Creative and critical thinker able to identify and solve problems
- ✓ Team player; inspiring others with a thirst for excellence

*Creative England promotes cultural diversity
and equal opportunities for all*

