



Wirksworth Festival – Social Media Communications Freelancer

Job Title: Wirksworth Festival Social Media Communications Freelancer

Reporting to: A specified member of the Board and the Festival Coordinator

Terms: Working over the period of June-September end with an estimate of 3 hours per week spent promoting the Festival. Please note, more time may be needed leading up to and during the Festival (starts 9th September 2016) and less input at other times. £1,000 flat fee to carry out the social media communications, based on a £20 per hour fee. If successful we would intend for the position to open again in 2017.

Overall Job Purpose:

To plan, coordinate and implement a successful social media marketing campaign promoting the Wirksworth Festival and its packed programme of events.

Specific Roles and Responsibilities

- To update, maintain and improve existing social media accounts on Facebook, YouTube, Instagram and Twitter and explore the potential of a Pinterest account
- Connect with and develop social media links with artists, venues and the local community to help share content and spread interest
- Develop strategies to advance our social media presence, including with the press, improve our rating and followers and make suggestions of how we can progress further
- Initiate and present creative ideas that will help make us an attractive event to follow, such as competitions or hash tags
- Develop a good understanding of the Festival's ethos and vision and to be able to successfully communicate this via our social media platform
- Respond to and pass on any enquiries and complaints to the festival office in good time
- Communicate effectively with the Board member responsible for marketing, the Festival Administrator, the Trails Coordinator and the Festival Coordinator to obtain images and pass on information
- Provide guidance on maintaining our social media presence during our quiet times
- Manage and provide evidence of effective time management
- Ensure all work complements other marketing methods the Festival may use.

Note, the Festival launches a new website in mid March and this post will be required to ensure close links with the website.