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**THE**

**UNTOLD**

**ORCHESTRA**

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# **SOCIAL MEDIA ASSISTANT**

## **ABOUT US:**

**WE CREATE, CURATE AND COLLABORATE WITH PEOPLE ACROSS MANCHESTER TO CREATE MUSICAL MEMORIES, BUILD UPLIFTING COMMUNITIES AND TELL STORIES UNTOLD. IN 2024, WE OFFICIALLY LAUNCH AS A CHARITY, FOCUSED ON PROVIDING UPLIFTING, SOCIALLY RELEVANT AND EMPOWERING MUSICAL EXPERIENCES FOR PEOPLE THROUGHOUT MANCHESTER. NOW, WITH THE WISDOM OF A BOARD OF TRUSTEES, THE EXPERIENCE OF OUR CREATIVE TEAM, THE TALENT AND DEDICATION OF OUR NETWORK OF ARTISTS AND THE EXTENSIVE SUPPORT OF OUR COMMUNITIES, WE ARE TAKING THE NEXT STEP IN TRANSFORMING HOW ORCHESTRAS CAN MAKE A DIFFERENCE IN THEIR COMMUNITIES**

## **POSITION OVERVIEW:**

**AS A SOCIAL MEDIA ASSISTANT, YOU WILL PLAY A PIVOTAL ROLE IN EXECUTING OUR SOCIAL MEDIA STRATEGY AND ENGAGING WITH OUR AUDIENCE ACROSS VARIOUS PLATFORMS. YOU WILL WORK CLOSELY WITH THE MANAGEMENT TEAM AND CREATIVE MEMBERS OF THE ORGANISATION TO CREATE COMPELLING CONTENT, MANAGE SOCIAL MEDIA ACCOUNTS, AND ANALYSE PERFORMANCE METRICS. THE IDEAL CANDIDATE IS PASSIONATE ABOUT MUSIC AND/OR THE ARTS, SOCIAL MEDIA, POSSESSES EXCELLENT COMMUNICATION SKILLS, AND THRIVES IN A FAST-PACED ENVIRONMENT.**





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## **KEY RESPONSIBILITIES:**

- **ASSIST IN DEVELOPING AND IMPLEMENTING SOCIAL MEDIA STRATEGIES TO INCREASE BRAND AWARENESS, ENGAGEMENT, AND FOLLOWERS.**
- **CREATE, CURATE, AND SCHEDULE CONTENT FOR VARIOUS SOCIAL MEDIA PLATFORMS, INCLUDING FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN, AND TIKTOK.**
- **MONITOR SOCIAL MEDIA CHANNELS, RESPOND TO COMMENTS, MESSAGES, AND INQUIRIES IN A TIMELY AND PROFESSIONAL MANNER.**
- **COLLABORATE WITH THE DESIGN TEAM TO PRODUCE VISUALLY APPEALING GRAPHICS, VIDEOS, AND OTHER MULTIMEDIA CONTENT.**
- **STAY UP-TO-DATE WITH SOCIAL MEDIA TRENDS, PLATFORM UPDATES, AND INDUSTRY BEST PRACTICES TO OPTIMISE PERFORMANCE.**
- **ASSIST IN ORGANISING AND EXECUTING SOCIAL MEDIA CAMPAIGNS, CONTESTS, AND PROMOTIONS.**
- **GENERATE REGULAR REPORTS ON SOCIAL MEDIA ANALYTICS, INCLUDING REACH, ENGAGEMENT, AND CONVERSION METRICS.**
- **PROVIDE SUPPORT IN MANAGING INFLUENCER PARTNERSHIPS AND OTHER COLLABORATIVE INITIATIVES.**
- **ASSIST WITH OTHER MARKETING AND COMMUNICATION TASKS AS NEEDED.**

## **QUALIFICATIONS:**

- **EXPERIENCE IN SOCIAL MEDIA MANAGEMENT, DIGITAL MARKETING, OR A SIMILAR ROLE.**
- **PROFICIENCY IN USING SOCIAL MEDIA MANAGEMENT TOOLS.**
- **STRONG WRITING AND EDITING SKILLS, WITH THE ABILITY TO CRAFT ENGAGING AND COMPELLING CONTENT FOR DIVERSE AUDIENCES.**
- **EXCELLENT COMMUNICATION SKILLS, BOTH WRITTEN AND VERBAL.**
- **CREATIVE MINDSET WITH A KEEN EYE FOR DESIGN AND AESTHETICS.**
- **ANALYTICAL MINDSET WITH THE ABILITY TO INTERPRET DATA AND DRAW ACTIONABLE INSIGHTS.**
- **ABILITY TO MULTITASK, PRIORITISE TASKS, AND WORK EFFICIENTLY UNDER PRESSURE.**
- **KNOWLEDGE OF SEO, SEM, AND OTHER DIGITAL MARKETING CONCEPTS IS A PLUS.**
- **FAMILIARITY WITH GRAPHIC DESIGN TOOLS (E.G., ADOBE CREATIVE SUITE) AND VIDEO EDITING SOFTWARE IS DESIRABLE.**
- **PASSION FOR SOCIAL MEDIA AND A WILLINGNESS TO STAY UPDATED ON EMERGING TRENDS AND TECHNOLOGIES.**



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# **SOCIAL MEDIA ASSISTANT**

**Job Title: Social Media Assistant (freelance)**

**Hours: 16 hours a month x £22.5p/h = £360 PER MONTH**

**Location: Hybrid working**

## **BENEFITS:**

- **Professional development opportunities**
- **Fun and supportive work environment**
- **Free tickets to Untold Orchestra shows**
- **Flexible working hours**

## **APPLY NOW:**

**If you are passionate about culture, music, the arts and social media and eager to contribute to our team, we would love to hear from you! Please submit your CV and a cover letter (or 1 minute video introducing yourself) outlining your relevant experience and why you are the perfect fit for this role to [info@theuntoldorchestra.com](mailto:info@theuntoldorchestra.com)**

**The Untold Orchestra is an equal opportunity employer and welcomes candidates from diverse backgrounds to apply. We are committed to creating an inclusive and supportive work environment for all employees.**

