



# DIGITAL COMMUNICATOR

Job Description – Marketing Department



## Manchester Camerata

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Manchester Camerata is a registered charity working and performing in Manchester and worldwide since 1972.

Be it opening Glastonbury festival in front of 40,000 people or working intimately in care homes with people living with dementia, we believe in the transformative and connecting nature of music. That connection drives us, and we work with the best creative talent to make this happen.

## Digital Communicator – Supported by the Holroyd Foundation

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The Digital Communicator is a new and exciting role at Manchester Camerata within the Marketing and Communications Team for a one-year fixed term basis. We're looking for an enthusiastic and motivated individual who would like to kick start a career in digital content and social media marketing. With the support of the Head of Marketing and Communications you will be responsible for creating digital content for our digital marketing channels such as Facebook, Instagram, Twitter and YouTube.

The role comes with on the job training in all aspects of digital content creation and digital distribution as well as any other training requirements identified during the one-year term. You will work closely with Reform Radio, partners of Manchester Camerata, who will provide all the social media and online training required to produce exciting and cutting-edge content.

The Digital Communicator doesn't need to have any previous experience in marketing and digital content production. We are looking for someone with an interest in all things social media, digital content related, and ideally with a passion for creativity and a desire to start a career within digital influencing. Candidates should have a keen interest in videography, photography, editing and creating content.

**Job title: Digital Communicator (Candidates must be 18+)**

Duration: Fixed term, 1 year

Reports to: Head of Marketing and Communications

Appointment details: 5 days/week, including any weekend and evening work where required.

3 month probation.

Salary: £14,200 per annum, (if postholder over 21yrs).  
£11,130 per annum, (if postholder 18-20yrs)



## Position responsibilities

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- ◊ Plan and deliver digital marketing campaigns for our series of events throughout the year in line with the marketing and communications plan.
- ◊ Create, edit and publish online video and image based content.
- ◊ Keep up to date with social media trends and hashtag use.
- ◊ Keep up to date with social media tags, mentions and likes.
- ◊ Plan and deliver marketing and engagement events with young people.
- ◊ Support on all digital communications as part of the marketing team, including our e-newsletter, social media channels and website updates.
- ◊ Lead of on the development new social media opportunities and new channels.
- ◊ Ensure all communications and content reflect the Manchester Camerata brand.
- ◊ Contribute towards ideas and projects for content for digital marketing, including videos, photos and audio-visual content.
- ◊ Support on developing content for the website.
- ◊ Work with colleagues in other departments to promote that work to young people and wider stakeholders.
- ◊ Where appropriate, devise communications initiatives that support projects within the organization.
- ◊ Undertake an ongoing programme of personal and professional development, via both in house and external training.
- ◊ Liaise with artists and conduct research to create online content, to support the digital marketing plan.
- ◊ Undertake any other appropriate activity as part of the Marketing team.

## Recruitment process

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Manchester Camerata and Reform Radio will run a series of workshops at OnSide Youth Zones across Greater Manchester. Workshops will include a short presentation on the type of work Reform Radio and Manchester Camerata do as well as a quick marketing activity. Here candidates will be identified to take to face to face interviews.

## Please contact Sebastian Mariner for any other queries

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