

BLITZ

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JOB TITLE:	Social Media and Audience Development Assistant
REPORTING TO:	Director
CONTRACT:	Freelance (approximately two days a week for two months with the possibility to extend)
HOURLY RATE:	€10 per hour freelance

JOB DESCRIPTION

This is an exciting freelance role for an ambitious and resourceful individual to support with the development and delivery of the Blitz's social media campaigns and audience strategy. Working with the Director, you will focus on developing engaging content for our social media platforms and monitoring the success of our initiatives.

The main responsibility of this role is to grow and implement Blitz's audience development strategy via the delivery of social media campaigns for Blitz's programme of exhibitions and events.

As part of the Team, you will assist in the day-to-day coordination and delivery of email and social media campaigns, including the creation and management of engaging content. You will also support in the delivery of audience insight and research projects, improving outreach and data management, and developing the email marketing strategy.

TASKS & RESPONSIBILITIES

Social Media

- To work with the Director to coordinate Blitz's social media presence, strategy and content planning.
- To monitor and analyse the success of content and social media initiatives, producing regular reports and working to improve engagement.
- To generate new ideas for creative content in collaboration with the rest of the team.
- To undertake any tasks that may be reasonably requested.

Audience Development

- To monitor and analyse the effectiveness of audience development initiatives, including digital analysis.
- To coordinate with external parties where necessary, including third party online platforms, and working with the team to shape and tailor content for different demographics, with an emphasis on building new audiences.

ELIGIBLE APPLICANTS

Essential Criteria

- Proven experience of running social media platforms
- Interest and knowledge of social media best practice and the ability to drive social media engagement
- Experience of working at an arts or arts aligned media organisation
- Ability to prioritise and work to deadlines
- Knowledge, interest and some experience in digital marketing and communications
- Excellent oral and written communication skills
- Methodical and thorough attitude towards work and tasks
- Understanding of the aims and objectives of Blitz
- An understanding of digital copyright and communication best practice
- Experience with data analysis and reporting

Desirable Criteria

- A certain level of flexibility regarding availability outside normal working hours is required to attend events, openings and meetings
- Experience with InDesign and Photoshop

Blitz is supported by Arts Council Malta through a Cultural Partnership Agreement.

