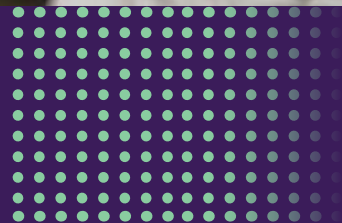




SOCIAL MEDIA & CONTENT CREATOR

at Saltmine Theatre Company





ABOUT SALTMINE

Welcome to Saltmine Theatre Company, where creativity meets purpose. Since 1990, we've been dedicated to transforming lives through the power of theatre, offering professional, thought-provoking performances and workshops that leave a lasting impact reaching over 70,000 people a year.

Inspired by the life and teachings of Jesus, we describe ourselves as Faith Motivated Arts because our faith inspires us to care for and value every human being. Our values of innovation, servant-heartedness, transformation, inclusiveness, and distinctiveness guide us as we bring biblical stories and contemporary issues to life on stage.

Born out of a passion to empower young people and tell stories through the arts, our journey began over four decades ago. From youth work to holiday camps (anyone remember Splash Down?) to the Saltmine band era, Dave Pope founded our charity back in the 80's and led Saltmine for over 20 years! Now, we've grown into a dynamic team of theatre makers that tour nationally, bringing our unique productions to schools, churches, and organisations across the UK to provoke thought, open doors, and make change.

KEY INFORMATION ABOUT THE ROLE

Job title:	Social Media & Content Creator
Accountable to:	CEO
Reporting to:	Marketing and Brand Manager
Location as required:	Saltmine HQ & Production Venues as required
Salary:	£23,500 - £26,000 pa (pro rata) <i>depending on experience</i>
Hours:	Part time (24 hrs per week, hybrid flexible working available)
Holiday:	25 days per annum, plus 8 standard bank holidays
Closing date:	Monday 28th Oct 2024

Interview date:
TBC
at Saltmine Trust,
61 The Broadway,
Dudley DY1 3EB
(video interviews are possible)

Start date:
November 2024



ROLE SUMMARY

Saltmine Trust are looking for a Social Media and Content Creator to join the Marketing Team to support with all aspects of social media work for our performances, events and exhibitions. You will work alongside the Marketing and Brand Manager to deliver high quality digital marketing support for the charity's diverse programme of theatre, having the opportunity to develop your skills, knowledge and practice and be part of a dynamic team delivering high levels of professionalism and success.

The role is multifaceted, blending creative content production with the strategic management of social media and podcast platforms. It would suit a graduate and is ideal for someone who is both creative and analytical, capable of crafting compelling content and driving engagement across various digital channels.

We understand that a healthy work-life balance is essential for our team to thrive. Saltmine Trust offers flexible and hybrid working arrangements, promoting well-being and ensuring you can take care of yourself while you care for others.

Main Duties, Tasks and Responsibilities

Content Creation:

- Develop engaging and creative content for various social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, TikTok) that aligns with the brand's voice and objectives.
- Produce, edit, and publish podcast episodes, including scripting, recording, guest coordination, and post-production.
- Collaborate with Media Lead to create multimedia content, including graphics, videos, and audio clips, tailored for each platform and audience.

Social Media Management:

- Plan and manage a content calendar, ensuring that posts are scheduled consistently and at optimal times to maximize engagement.
- Write and curate posts, captions, and hashtags to drive traffic and engagement.
- Monitor social media platforms for trends, comments, and mentions, and engage with the audience to build community and brand loyalty.

Podcast Management:

- Oversee the entire podcast production process, from concept development to publishing.
- Coordinate with guests, oversee interviews, and manage the technical aspects of recording and editing.
- Promote podcast episodes across social media platforms and other digital channels.

Analytics and Reporting:

- Track and analyse the performance of social media posts and podcast episodes using analytics tools.
- Provide regular reports on key metrics (e.g., reach, engagement, downloads, listens) and use insights to optimize future content.
- Stay informed about the latest social media trends, algorithm changes, and best practices to adapt content strategies accordingly.

Community Engagement:

- Interact with followers, listeners, and subscribers, responding to comments and messages in a timely and brand-consistent manner.
- Foster a sense of community around the brand's social media and podcast platforms.
- Identify and engage with influencers, partners, and collaborators who can amplify the brand's content.

Platform Optimisation:

- Ensure that all social media profiles and podcast platforms are up-to-date, optimised for search, and consistent with branding guidelines.
- Experiment with different content formats and strategies to improve reach and engagement.

Collaboration:

- Work closely with the marketing team to align social media and podcast content with broader campaigns and business goals.
- Collaborate with graphic designers, video editors, and other creatives to produce high-quality content.
- Coordinate with other departments (e.g., sales, customer service) to ensure consistent messaging across all channels.

General duties for all Saltmine staff

- Undertaking all duties in accordance with Saltmine's policies and procedures, along with such other duties as may be reasonably allocated to the postholder as a result of legislation, codes of practice or Saltmine policy.
- Promoting the work and mission of Saltmine Trust at all times.
- Developing spiritually and encouraging the spiritual development of other team members too.

The duties listed in this job description are not exhaustive or exclusive. The post holder may be required to perform additional tasks as needed, within the scope of their competence.

Please note that while duties are outlined in this job description, Saltmine reserves the right to update it periodically to reflect changes in or to the role. The postholder will be consulted about any proposed changes. Significant, permanent changes in duties and responsibilities will necessitate agreed revisions to this job description.



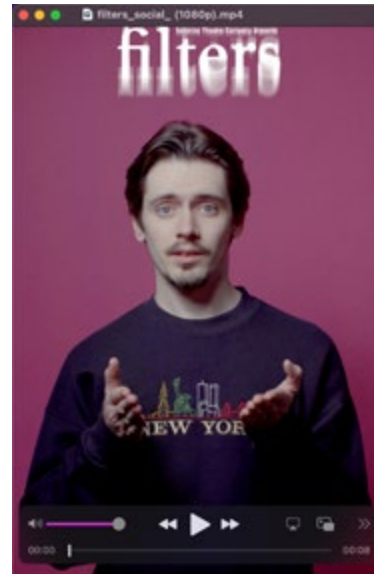
PERSONAL CRITERIA

Occupational Requirement

Saltmine's Christian beliefs, ethos and culture are central to its charitable objects, vision, values and programmes, and are reflected throughout its working practices. Staff meet together daily for a time of prayer and encouragement, and our motivation and mentoring activities are based on the teachings and life of Jesus. There is therefore a genuine, legitimate occupational requirement for the successful candidate to be a committed Christian practicing their faith (Equalities Act 2010).

Essential Experience, Skills, Knowledge and Attributes

- Strong writing and content creation skills.
- Proficiency in social media management tools (e.g., Hootsuite).
- Podcast production skills.
- Some graphic design and video editing skills (e.g., Adobe Premiere, Final Cut Pro).
- Understanding of social media algorithms, trends, and best practices.
- Analytical skills to interpret data and adjust strategies accordingly.
- Excellent communication and interpersonal skills.
- Creativity and the ability to think outside the box.
- Strong team player, is teachable and happy to work independently as well as part of a wider creative team.



APPLY

To apply, please visit our website below and fill out an application form. Video applications are possible using 2 minutes or video or voice recording for every 500 words.

<https://saltminetrust.org.uk/about-us/join-us>

We will notify all applicants who were not shortlisted via email. Due to the high volume of applications, we may not always be able to provide feedback to each candidate, but we will make every effort to do so. All appointments are contingent upon receiving satisfactory references and proof of eligibility to work in the UK.



Follow us @saltminetrust



01384 454 800
mail@saltmine.org
saltminetrust.org.uk

61 The Broadway, Dudley, DY1 3EB.
All rights reserved Saltmine Trust
© 2024 Saltmine Trust is a
registered charity: No 1038007,
and a limited company registered in
England and Wales: No 2930528

