

# IF

Milton Keynes  
International  
Festival 2021  
**10-30 July**  
www.ifmiltonkeynes.org

## SOCIAL MEDIA MANAGER

### Freelance Role

**IF: Milton Keynes International Festival seeks a talented and highly motivated Social Media Manager to develop strategic campaigns, and create content that will increase reach and profile through social media engagement.**

### ABOUT THE FESTIVAL

Since 2010, IF: Milton Keynes International Festival has taken place every two years and plays a key role in the cultural development of Milton Keynes. It is recognised nationally as a landmark in the UK's cultural calendar and has established a growing attendance drawn from the city and beyond.

Creating unique and memorable experiences, the Festival is designed to encourage people to see a different side to Milton Keynes, presenting a world-class, multi-arts programme which includes new commissions, site-specific and participatory projects, large-scale/outdoor and family events, concerts, theatre, dance, music and visual arts installations.

Events take place in unusual locations across Central Milton Keynes, including parks, public squares, retail spaces, and the online and digital realm.



The Festival is produced by The Stables and is core funded by Arts Council England and Milton Keynes Council, with support and partnerships across the corporate, educational, charitable and community sectors of Milton Keynes and beyond.

The Stables has just marked its 50th anniversary. It has a mission to enrich people's lives with opportunities to access, participate in and experience live music and the arts in general.

[stables.org](https://www.stables.org)

[ifmiltonkeynes.org](https://www.ifmiltonkeynes.org) IF: 2018 highlights film: <https://bit.ly/2N2wgkD>

## CONTEXT: 2021

Given the Covid-19 pandemic, the 2021 Festival has been refocused and reworked into a 'blended festival' offering:

- Installations in the City Centre
- Pop-up performances in parkland areas
- An online and digital programme of work

This edition will not be a typical 10-day Milton Keynes International Festival. Events will run for a longer period time through July and many indoor elements have been removed given current restrictions.

The focus is on work by British artists who can present as they are currently in the UK. Some elements that can be delivered digitally will feature international artists.

Adapted for the times we are living through, the programme content also has greater resonance and is designed to encourage a deeper engagement, both for people visiting installations and events in-person, and those who will experience the Festival online through concerts, talks, debate, discussion, educational packages and behind-the-scenes sharing.

Key themes underpinning the Festival's programme include:

- Coming together again in a Covid-19 secure way
- Reflecting the extraordinary times we are living through
- Looking forward to the future
- Celebrating the world we live in
- Celebrating local and global communities



The core values that underpin the Festival's brand and the work it delivers remain:

- Artistic
- Engaging
- Inspiring
- Adventurous
- Inclusive
- Sustainable

## **SOCIAL MEDIA MANAGER**

**The Festival seeks a talented and highly motivated Social Media Manager to develop strategic campaigns, and create content that will increase reach and profile through social media engagement.**

We are looking for an experienced and tech-savvy Social Media Manager who understands social media and channel strategy, with an appreciation of the arts/culture, and who has marketing, PR and/or journalistic experience.

In seeking to have the Festival embedded across social media platforms in an authentic and credible way, we need a motivated individual who can use digital storytelling, podcasts, streaming, footage, images and compelling words to connect the Festival directly with audiences.

You will need to have a practical and contemporary understanding of what needs to be done strategically to enhance the Festival's brand, and practically to deliver output that is on-point, interesting, timely, and engaging.

With a good grounding in social media management across various platforms that includes planning, implementation and reporting, you will devise strategic campaigns, run social media accounts and create content to support wider marketing campaigns.

Reporting to the Festival's Head of Marketing & Communications, the Social Media Manager will be a vital member of the Festival's team, bringing an eclectic mix of strategic skills, interest, inspiration and new ideas to the table, coupled with an ability to deliver essential daily chores and maintenance.

This is a freelance role, so you'll need to be able to operate individually and creatively from your own base, The Stables and Festival locations in Milton Keynes as required.

### **Responsibilities**

- Develop strategic social media campaigns for the Festival's range of events, digital programme and participation projects, working collaboratively with the Festival team
- Put campaigns into action using social platform best practices to create and publish relevant, engaging and inventive high-quality content
- To develop brand awareness and online engagement
- Create, curate, and manage content for the Festival's social media platforms
- Establish new social media channels to boost the Festival's reach in line with strategic campaign aims and to capitalising on new and relevant digital trends
- Effectively communicate information and ideas in written and graphic format
- To ensure all output is inclusive and accessible
- Use real-time data and analytics to inform campaign decisions
- To generate content using existing Festival material; sound, interviews and footage supplied by artists; or through the creation of new material
- Develop and deliver long and short-term social media campaigns and initiatives

- Manage real-time and planned social media output across the range of channels and outlets
- Undertake fact-checking
- Ensure that output hits the right tone and credits fit the Festival's brand guidelines
- Be on the pulse of emerging platforms and content trends to identify new platforms, channels, technologies and tools that are suitable for the Festival
- To work with and support a team of volunteer social media ambassadors to create and share live content, and amplify messaging
- Researching and reporting to the Head of Marketing & Communications and Festival Team
- To actively participate in monitoring and evaluation by undertaking research, analysis, surveys, gathering statistics, data and feedback and delivering reports as required
- To work with and support a team of volunteer social media ambassadors to amplify messaging

## **Requirements: Skill and Experience**

- 2 years' experience working in a social media content role
- Excellent writing, proofing and language skills, and good editorial judgement
- A background in marketing, journalism, PR and/or the arts and culture is an advantage
- Good technical understanding of the broad range of social media channels and platforms
- A creative thinker with a track record in delivering creative solutions
- Proactive when sourcing content, as well as contributing ideas to future content
- A self-starter with a pro-active approach
- Excellent attention to detail
- Strong communication skills
- Experience of using relevant tools and packages to optimise content for social platforms including editing and manipulation of graphics, images, films, and audio
- Mobile content capture skills to generate content
- An analytical mind with a hunger for driving results and helping to guide content strategy
- Ability to elevate thinking beyond activation and understand bigger creative ideas
- Passion for wider communications/marketing trends and culture as a whole
- Must have a good understanding of the power of social media
- Collaborative, able to make decisions and 'roll their sleeves up and get stuck in'
- Monitoring social media platforms, outside of standard 9-5 office hours
- Ability to manage social media and messaging in a crisis or in quick-change and highly pressurised situations
- Highly organised and able to communicate effectively with all members of the team

## Contract Information

**Reporting to:** The Festival's Head of Marketing & Communications

**Location:** This is a remote working position, which will require occasional time and meetings at The Stables in Wavendon, Milton Keynes, as well as an in-person presence at the Festival though July.

**Dates:** Mid/end-April until mid-August 2021 (exact dates TBC) to allow for post-Festival evaluation reporting.

**Hours:** Flexible part-time working that may include full-time hours as required during the Festival period. Given the nature of the Festival, you will be required to undertake evening and weekend work.

The contract is to include all research, preparation, planning, meetings, delivery, evaluation and reporting.

Key dates include the Festival itself, which takes place from 10 to 30 July 2021. It is anticipated that there may be a concentrated period of work in advance of, during and immediately following the Festival.

**Contract:** This role is offered as a freelance fixed-term contract - it is anticipated that it will increase from one day per week at the start to full time in the final four weeks of the contract.

**Fees:** Circa £6,000, depending on experience

Out-of-pocket expenses, travel cost reimbursements and subsistence can be discussed.

## Application Process

**To Apply:** Please submit your CV and up to two pages of A4 outlining your suitability for the role and including contacts for references, **by 10am on Friday 16 April 2021** to:

**Jo Cooper, Finance and HR Manager for The Stables:** [joana.cooper@stables.org](mailto:joana.cooper@stables.org)

Your submission should set out your relevant experience and give examples of previous social media work that demonstrate success, metrics, reach and impact.

Alternative formats to written applications are accepted as a reasonable adjustment.

**Interviews:** Shortlisted candidates will be invited for an interview online between Tuesday 20 and Thursday 22 April 2021.



**Thank you for your interest in working with the Festival**



**Produced by**



**The Stables, Stockwell Lane, Wavendon, Milton Keynes MK17 8LU**

The Stables is committed to equality of opportunity in recruitment.

We value a diverse team and welcome applications from all sectors of the community.

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