



## **Job Title: Community Manager**

### **Role Overview:**

Embracing Arts are seeking a Community Manager to join our charity's core team. They will act as the liaison between Embracing Arts and its audience, representing the voice and tone of the brand through community support, content distribution, & digital engagement, building brand presence and trust, both online and in-person. The role also features some traditional marketing tasks, organising and managing marketing campaigns to raise awareness of and generate demand for products and services.

We would love to hear from applicants seeking to build on their existing experience by working for a thriving small charity with a large outreach, suitable for a new graduate or candidate looking to expand their skill set.

### **Location:**

Remote Working (occasional project-based travel is required - travel expenses covered).

### **Contract:**

- Freelance Contractor - flexible working hours.
- 23 core hours per month @ £19 per hour, with the opportunity of additional project-related hours when required.
- Planned start date: Monday 19th August 2024.
- Initial 12-month contract (including 3-month introductory period) with rolling extension available thereafter.

### **Person Specification:**

This role is well-suited to a candidate passionate about the active inclusion of all members of society; someone with lived experience and/or a drive to support children & families with complex care/educational needs and/or life-limiting conditions. The impact of this role will have a profound effect on our expanding charity's reach, and therefore offers great opportunities for personal and professional growth. The Community Manager will work closely with and report directly to the charity's senior management team. The role will also manage two media assistants, who support the workload of the charity's marketing and communication strategies.

We are looking for a dynamic, enthusiastic team-player who has the following skills and experience in media and community management:

### **Essential Skills:**

- Organic marketing experience
- Experience of working across multiple social media platforms
- Experience using a graphic design programme (eg. Canva)
- Experience working with paid advertising (Meta & Google Ads)
- Experience of web design using the platform Wix

### **Desirable Skills:**

- Press Relations
- Managing and evaluating marketing campaigns
- YouTube channel management, including algorithms & analytics

### **About Us:**

**Embracing Arts** is a theatre company and charity that is dedicated to creating shows, educational workshops and inclusive parties for children with special educational needs and/or life limiting conditions. Our mission is to improve the quality of life for children with complex care or educational needs by providing high quality interactive Christmas shows, Schools Workshops and Inclusive Parties across the UK.

Our work seeks to: Encourage engagement and communication through the arts; provide a safe environment for children and families to enjoy a theatre experience, as other families are able; include children who are often excluded from the arts; deliver content they can relate to in a way best suited to *them*; build a child's self-esteem and confidence through regular opportunities for creativity with an arts-based focus.

**We seek to work with those who are representative of the world around us and welcome applications from people of the global majority, LGBTQIA+, and those who identify as d/Deaf, neurodiverse, or living with a disability.**

### **How to apply:**

Please **send your CV** to [media@embracingarts.org.uk](mailto:media@embracingarts.org.uk), outlining relevant experience, along with a **Covering Letter**, detailing why you are a good fit for the role. Please also include examples of your work.

**Deadline for applications:** 12th July 2024.

Shortlisted applicants will be invited to an interview (online) on 2nd August.