Art UK Social Media Manager

Are you passionate about bringing art to everyone? Do you believe in the power of digital to transform lives?

We’re looking for a creative and confident Social Media Manager with a passion for visual art to join our friendly, dedicated team. In this exciting role you will contribute to Art UK’s important work by leading the organisation’s social media strategy, with responsibility for creating content across Art UK’s platforms and engaging with our digital audiences.

About Art UK

Art UK is an art education charity on a mission to make the art in UK public collections accessible to everyone – for enjoyment, learning and research. It enables a global audience of five million people a year to learn about the UK’s national art collection by digitising artworks and telling the stories behind the art. In addition to innovative engagement tools such as Tagger and Curations, Art UK is currently working on new initiatives including a major learning programme, making this a truly exciting time to join the organisation. Art UK is the operating name of the Public Catalogue Foundation, a charity registered in England and Wales (1096185) and in Scotland (SC048601). For more information, please visit artuk.org.

About you

As the Social Media Manager, you will be responsible for developing a bold and engaging strategy to reach new online audiences and grow the Art UK social media accounts. You will work as part of the communications team, reporting to the Head of Marketing and Communications and closely working with the wider content, copyright, learning and collections engagement teams. You will also liaise with the development team to produce and manage marketing campaigns for fundraising initiatives, and with the commercial team to promote content for the Art UK shop.

You will be an excellent communicator with first-rate written communication skills, be brimming with creativity and show a demonstrable understanding of different social media platforms. To achieve your vision, you will need to have a superb eye for detail and a feel for design and video, and you will understand how to develop a social brand through content while maintaining a consistent tone of voice.
Key responsibilities
- Be responsible for the creation and distribution of all Art UK’s social media content
- Lead on the development and implementation of a new social media strategy
- Grow the social media presence and brand awareness of Art UK
- Work with the learning project team to promote The Superpower of Looking education project
- Engage project partners and partner collections with Art UK’s social media content, and reciprocate with support for their social media platforms
- Work with the wider content team to surface the content produced in house
- Horizon scan to be across social media trends
- Create monthly reports and analysis of progress to present back to the wider team
- Ensure all relevant image rights are in place prior to distribution of content
- Support the Marketing and Communications Assistant with creation of the weekly newsletter

Necessary skills
- Essential: Experience of social media content creation and management of organisational social media accounts
- Essential: Demonstrable experience of developing and executing successful social media strategies, including use of paid social
- Essential: Excellent written and verbal communication skills, including attention to detail and spelling, grammar and punctuation
- Essential: Experience of creating and editing film and stills content for social
- Essential: Knowledge of, and interest in, the visual arts and museums
- Essential: Excellent team-working skills and ability to work collaboratively with external stakeholders
- Essential: Excellent IT skills
- Essential: Understanding of metrics and analytics, with experience using these to evaluate success and inform future strategy
- Essential: Self-motivated and reliable, with exceptional time management and organisation skills
- Desirable: Understanding of copyright, licensing and Creative Commons
- Desirable: Marketing and newsletter experience

Contract terms and benefits
- Full-time, permanent contract
- Salary £32,000 per annum
- Three-month probationary period
- One-month termination clause
- 25 days annual leave plus regional Bank Holidays
- Work from home, anywhere in the UK
Application

Please visit our website to download the application form. To apply, please submit your completed application form to recruitment@artuk.org by 9am on Monday 7 August 2023. If you are experiencing issues downloading the document or require support in completing your form, please contact info@artuk.org.

Forms must be sent in MS Word or a format compatible to MS Word. Please do not send PDFs. Applications sent as a PDF will not be accepted.

Interviews will be held via video call on Thursday 24 August 2023. If you have not heard from us within three weeks of the closing date, please consider your application unsuccessful.

As part of our commitment to Equality, Diversity and Inclusion please note that we redact some details from applications ahead of the shortlisting stage to ensure the removal of unconscious bias. Details that we redact include (but are not limited to) references to protected characteristics, names of educational institutions and indications of political affiliations.

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