

Role:	Social Media Producer (Part-Time)
Reports to:	Managing Director
Location:	Home-working
Pay Range:	£25k-£30k pro rata (£5k-£6k actual)
Contract terms:	Part-time (1 day per week) and Freelance Contract
Contract period:	Initially a six-month contract
Application Deadline:	27 May 2021, at 5pm
Application Details:	Please send a CV of max 2 sides A4, with a cover letter of max 1 side A4 to socialproducer@radioacademy.org

Role summary:

The Radio Academy is seeking a Social Media Producer, to manage our channels on the major social media platforms, and ensure we are at the centre of social conversations in the UK Radio and Industry sector.

The successful candidate will have a thorough, in-depth knowledge of the UK radio and audio sector, and experience of running social media channels for high profile brands.

They will have a clear understanding of engaging different audiences with an authentic tone of voice, and of devising creative content ideas to further the Radio Academy's objectives to develop, promote and recognise excellence in UK radio and audio.

The role is part-time, contracted at 8hrs per week, with an expectation that hours will be spread across the whole week. This is not an entry-level role - we are looking for candidates with significant professional experience. We hope to offer entry-level opportunities in the future.

Key outputs and responsibilities:

- Day-to-day running of Radio Academy accounts on Twitter, Facebook, Instagram and LinkedIn.
- Delivering creative content strategies on Radio Academy channels using material from our own events and schemes
- Engaging in and initiating conversation around issues affecting the UK Radio and Audio industry
- Delivering social media activity around major initiatives such as 30 Under 30, the Radio Academy Festival, and The ARIAS to deliver our key messages to industry stakeholders, and deliver value for our partners
- Working collaboratively with our event producers and scheme managers to deliver our key messages and promote membership and sales
- Reporting analytics and delivering steady improvement against key performance indicators

Key knowledge and experience:

- An in-depth understanding of and significant passion for the UK Radio and Audio sector
- Experience of managing social media channels for high profile brands
- Proven track record for generating fun, engaging content for a variety of audiences on different platforms
- Ability to self-start, use your intuition, and strong editorial judgment
- Audio and video editing skills
- Strong written skills for summarising events and promoting content on digital platforms
- Good understanding of the editorial and legal issues around social media management
- Experience of crisis management and reputational risk management would be useful

About The Radio Academy

The Radio Academy is the UK radio and audio industry's charity, dedicated to the development, promotion and recognition of excellence in UK radio and audio. We are funded by annual membership from individuals and major employers in the industry, and our events and schemes are sponsored by a family of key industry companies. We host a varied programme of events and schemes throughout the year, bringing together creative people from across the industry, aiming to break down barriers for debate, networking and celebration. The Radio Academy celebrates diversity in all its forms, and aims to be representative of the country and the industry in all our activities.

Advice for your application

Please write a bespoke cover letter, summarising why you are suited for this specific role. We want to be convinced of your understanding of the UK radio and audio industry, as well as your relevant editorial experience. Show us that you understand the Radio Academy and our work, and that you have a passion for our mission.