



## **PR & Social Media Coordinator** (Freelance)

We are looking for a dynamic freelance PR & social media specialist to support the promotion of The Horton Arts Centre.

You will be able to use your creativity and storytelling ability to help to grow an exciting not-for-profit venue that is gaining a reputation for quality and innovation.

Your content and campaigns will help to attract and retain new and diverse audiences for our performances, events and workshops, increase loyalty and donations from existing visitors and maximise income generation from the charity's commercial hospitality operations.

Your work will raise The Horton's local, regional and national profile and optimise engagement with the local community.

This is a freelance remote contract, with some in-person meetings at The Horton, Epsom, Surrey.

Hours: 16 hours per week

Fee: £200 per week

Reporting to: Marketing Manager

Initial 6 month contract (with potential to extend)

### **Key tasks**

- Develop and deliver PR and social media plans for on-going programme of events, activities, hospitality and private hire.
- Develop and deliver PR and social media campaigns for specific events and fundraising.
- Create and curate content plans for all platforms
- Ensure plans are in line with The Horton's marketing strategy.
- Identify, target and engage new audiences.
- Analyse The Horton's engagement on digital platforms including website, search engines and social channels to improve outcomes
- Liaise with other team members to meet audience development and sales targets
- Make most effective use of a small marketing budget
- Keep up to date records of funds spent and all receipts, in line with the budget.

- Develop and maintain good relations with local stakeholders and media contacts.
- Build brand awareness, following The Horton's brand guidelines.

## **Experience and Skills Required**

### **Essential**

- Minimum 3 years of experience in digital marketing
- Experience of developing and implementing social media strategy,
- Experience of planning and delivering PR and social media campaigns and (organic and paid)
- Excellent knowledge of the events /cultural sector
- Good knowledge of design software such as Canva / Adobe Creative Suite
- Working knowledge of Microsoft Office (especially Word and Excel)
- The ability to work efficiently to strict deadlines
- The ability to prioritise and use initiative
- Excellent communication skills (verbal and written)
- Energy and enthusiasm to be part of a small, hard-working team.
- Experience managing press enquiries
- Interest in the arts and heritage
- Some knowledge of the local area

### **Nice to have**

- Experience of audience development and evaluation
- Experience of developing partnerships
- Delivering digital projects featuring cultural content
- Film editing skills
- Knowledge of livestreaming platforms and processes

## **Other Contract Requirements**

To fulfill the requirements of the contract you will be expected to:

- Attend in-person meetings at The Horton in Epsom every two weeks.
- Be available to communicate via email or attend virtual meetings during agreed office hours on certain days.
- Use your own equipment – computer, phone etc.
- Abide by The Horton's policies and procedures as they relate to your contract
- Supply timesheets and invoices on a monthly basis

To apply, please send your CV with links to recent examples of your work and a covering email explaining how you would meet the requirements of this contract, to:

[admin@thehortonepsom.org](mailto:admin@thehortonepsom.org) by 2<sup>nd</sup> July 2024