



Post	Digital Content Manager
Contract	Part time, 20 hours per week <i>(open to flexible working, in discussion with line manager)</i> <i>Freelancers are also invited to apply</i>
Salary	£25,000 pa (pro rata'd £12,500)
Responsible to	Creative Director

Role Summary

As the Digital Content Manager, you will have an umbrella view of all Jazz re:freshed (JRF) media platforms and actively work to ensure all channels are constantly up to date with cohesive messaging. The successful candidate will have a creative eye for the aesthetic and will generate ideas for content creators in the Jazz re:freshed team in addition to managing the updating of key platforms and submitting ideas for online audience development. The focus of this role leans more towards the ideas, strategy and management of content with creation being secondary.

About Jazz re:freshed

Not for profit organisation Jazz re:freshed, provides a portal to exciting music on the scene and enables UK Jazz to thrive and extend its international reach.

A small but relentlessly determined Black-led organisation, Jazz re:freshed is a cultural and global movement. The sum of our parts has created something special on the UK Jazz scene. We work on supporting, developing and promoting young and diverse emerging artists and bands across multiple platforms, raising their profile and creating an audience and industry buzz through our weekly live residency, annual one day festival, band development programs, DJ Club nights, multiple partnerships, record label and international showcasing which has had a major positive effect on the trajectory of the British Jazz scene.

Formed in 2003, at the core, our mission continues to be to globally elevate, amplify and spotlight the breadth of expression in UK Jazz, while breaking down the boundaries for culturally diverse audiences to access the music. We have a forte for spotting talent and our small not for profit record label won the Best Independent Label in the 2020 AIM Awards (Association of Independent Music) and the Innovation Award in the 2020 Jazz FM Awards. In 2019 we received a Mercury Prize Album of the Year nomination for Cassie Kinoshi's SEED ensemble debut release, Driftglass. We have been nominated for the 2021 Jazz FM Digital Award.

During these challenging times Jazz re:refreshed has remained strong and determined to continue to be a beacon for UK Jazz globally. We have converted our key live activity - annual festival JAZZ RE:FEST and Jazz re:refreshed weekly event - into Covid-safe pre-recorded events, broadcast via YouTube, attracting weekly views, often in excess of 20,000 globally.

Digital Content Manager

Working with a creative mindset, you will actively plan and coordinate website and smartphone app updates receiving requested media from JRF's creative team members. You will work with the Project Director to gather images and copy for social media platforms and newsletters as per agreed schedules. Utilising the analytics available, you will review, strategise and maximise genuine digital audience and community growth across the company's YouTube channel and social media platforms, particularly Instagram.

The role would suit a collaborative creative with excellent communication, a can-do attitude and great time management. This is a new role for Jazz re:refreshed and as such it's shape may change over time.

Duties & requirements of the role include:

- Management, coordination and updating the company website, web based App (due to launch in 2021)
- Coordinating with all JRF team members/departments to gather assets for scheduled social media posts
- Writing copy for YouTube video uploads and setting premieres when relevant
- Work with the creative team, led by the Creative Director to develop social content, ensuring all output is of the highest quality and is on brand and message
- Working with the wider delivery team to receive and upload media and copy to Facebook events and Youtube
- Generate ideas for shareable content that engages fans across multiple platforms including Youtube (ads), Social Media, GIFs, short-form videos, promo videos, etc
- Work closely with the Project Director on ideas for online elements of band promotion campaigns
- Short form and longer form content editing – needs strong creative editing skills, with an ability to tell a story within specific time frames. This could sometimes be working with archive footage as well as newly shot content
- Extensive knowledge of Wordpress is essential as the platform the website and App are built on.
- Experience of Social Media, with a good knowledge of both organic and paid social channels as well as experience in implementing, evaluating and optimising campaigns.
- Knowledge of using Social Media and Google analytics and an ability to utilise analytics and user engagement data from Wordpress, Instagram, Google/YouTube, in order to grow viewing figures, engagement, followers and subscribers is essential
- Familiarity with Social Media scheduling tools such as Hootsuite, Buffer, Sprout, CoSchedule

- Graphic design skills are highly desirable with working practice of the following programmes:-Adobe Premiere Pro, Audition, Photoshop, Affinity Designer, Affinity Photo, After Effects, or similar video and sound editing software, Google Ads, Youtube Ads, MS Excel

Personal Specification

- Must have own functioning laptop
- Evidence of websites managed and updated
- Knowledge and/or experience of work in the arts sector, specifically music
- Excellent attention to detail
- Excellent time management
- A collaborative nature, working as a team, individually and with artists and managers
- You're as much of a creative as you are a technician – driven to turn ideas into reality – creating work whether adaptation or origination that will stand out and move people.
- A commitment to working positively and flexibly in a small team
- A friendly personable character with effective communication skills and personal credibility to maintain and cultivate relationships within Jazz re:freshed.
- A self starter can-do attitude able to work independently
- A creative thinker with a strong sense of integrity and a values-driven approach.