

## **Freelancer, Community Engagement Manager**

Connection changes everything. Creative England and the Creative Industries Federation joined forces in 2020, recognising that we will make a greater difference together than would be possible alone. Our overarching mission is to grow the nation's creative economy and use the UK's creativity to build a more prosperous, inclusive society. We are committed to building a team that represents a variety of backgrounds, perspectives and skills.

An exciting freelance opportunity has arisen to help engage and grow our community of brilliant and amazing creative industries' members across the UK creative sector, including freelancers, self-employed, microbusinesses and small charities. You will be tasked with quickly increasing member engagement with our suite of member products and services by digitally engaging with our communities via our Workplace by Facebook platform and mobile app. This will also include supporting our retention strategy, content creation, platform notifications, social media, newsletters, and more.

Using analytics tools you will monitor member engagement, growth, social media, online forums and blogs. We are a member service so you should love helping people and have a strong affinity to serve members needs, and connect them to solutions. Our ideal candidate will be a tech-savvy, self-motivated professional, experienced and active in using Facebook or Workplace to build and engage community, along with other social media and PR channels. You must have excellent customer service skills and the ability to engage and build enthusiasm at pace with our creative community.

Applicants should be available immediately and have your own equipment to ensure efficient remote working. We are looking for someone who can commit to an average 2 days per week with flexible hours available for an initial period of 2 months, possibly extending subject to performance and results.

We are a creative, connected, forward thinking and transformational community. Come join us!

**CONTRACT:** minimum 2 months, 8 days per month, average 2 days per week

**FEE:** up to £250\* per day subject to experience. **LOCATION:** Remote working, UK based

**TO APPLY:** Email CV and cover letter\* to [recruitment@creativeindustriesfederation.com](mailto:recruitment@creativeindustriesfederation.com) by midday on Monday 5<sup>th</sup> October 2020. Selection meetings will take place by VC.

*\*You also have the option to submit a short up to 3-min video to replace or compliment your cover letter. This should tell us why you are suited to the role, your motivations and anything else you'd like our panel to know!\**

### **Key duties:**

- Create or curate engaging content for our online community
- Build engagement levels within the online community
- Support, plan and implement social media, campaigns and strategies for community members
- Monitor and respond to comments, report on feedback, online reviews and member queries in a timely manner
- Organize and participate in online events to build community and boost awareness
- Coordinate with the team to ensure brand consistency, stay updated on new products and features
- Build relationships with members, industry professionals and journalists
- Stay up-to-date with trends and developments across the creative sector
- Identify content and super-users to extend the engagement of the community

### **The candidate:**

- Demonstrable experience and success as a digital engagement community manager and launching and growing community initiatives (*e.g. building and nurturing online communities, running online competitions, writing blog posts, interviewing creative people, writing newsletters*)
- Experience of building and growing engaged communities on Workplace and/or Facebook
- Ability to identify, interpret and track relevant data, customer engagement and community metrics
- Excellent communication, confident in approaching new customers, received favourably.
- Meticulous attention to detail and ability to multitask
- A strong independent freelancer, who can translate briefs into set goals and reach them.
- Experience with HubSpot or Salesforce type databases.
- Excellent writing and communication skills