

## Social Media / Communications / Freelance Role

### CREATIVE PLACES ENNISCORTHY

We are seeking a dynamic and innovative communicator with a passion for social media and communications. You will blend artistic creativity with digital know-how to elevate Creative Places Enniscorthy's presence, engage our audiences and drive impactful storytelling through various on-line platforms.

#### Responsibilities

##### Social Media Management

- Generate engaging communications content
- Develop social media strategies with Creative Places Enniscorthy to increase awareness engagement and followership of the project and individual project across multiple platforms.
- Curate and maintain a consistent and visually appealing online presence.
- Oversee digital activities and maintain Creative Places Enniscorthy's online presence
- Ideate and execute innovative social media campaigns with the Creative Places Enniscorthy team that resonate with CP audience, using your artistic flair to captivate stories.
- Ensure consistency in brand messaging, visual identity and tone across all social media channels

##### Community Engagement

- Foster a vibrant online community by actively engaging with followers, responding to comments and initiating creative interaction.
- Explore and establish with creative places team collaborations with other artists, influencers and relevant communities to amplify CP reach and creative impact

##### Analysing and Reporting

Using analytical tools to measure the performance of social media initiatives. Provide insight and recommendations based on data analysis.

##### Adaptability

Demonstrate flexibility and adaptability in responding to real-time events, trends and changes in the digital landscape

## Person Specification

This role requires exceptional project management abilities as well as excellent communications skills and a background in communications / arts / visuals, combined with experience of writing and editing for print and digital platforms, and an up-to-date knowledge of audience development initiatives. This role will require occasional meetings/ site visits in Enniscorthy.

### What we are looking for...

- A creator with and an ability to innovate
- Knowledge of social media platforms (Facebook, Instagram, TikTok) trends and best practices
- Strong writing – copy writing / communications skills, the ability to translate ideas into visually appealing content
- Familiarity with analytical tools and the ability to derive actionable insights
- A collaborative mindset and the ability to work within a team
- Energetic and committed to the ethos, values and ambition of Creative Places Enniscorthy.

### Terms

This is a free-lance **pilot** role offering a fixed fee of €5,000 (inclusive of VAT and expenses). The period of work is expected to be initially from beginning of April 2024 – end of October 2024. Payments will be made through this period following the satisfactory completion of task and submission of suitable invoices.

### APPLY

If you are a creator who thrives on transforming ideas into captivating visuals and has a keen interest in shaping digital narratives we invite you to apply for this exciting opportunity. Please submit a document / or other detailing your experience and vision for the role.

Completed applications should be submitted by email only to [cpenniscorthy@wexfordartscentre.ie](mailto:cpenniscorthy@wexfordartscentre.ie) with Social Media and Comms application in the subject line. Deadline for submission - Friday 08 March 2024 With meetings taking place week of 11 March in person or on zoom.