



# BRADFORD 2025

## UK City of Culture

### Job Description

#### Social Media Manager

Closing date for applications: **15 April 2025**

Interviews will be held: **TBC**

**This is a fixed term position until 1 January 2026**

Bradford district's year of culture is delivering more than 1,000 new performances and events including over 200 artist commissions, a series of major arts festivals and major national and international collaborations. To do this we need a team of dedicated, passionate and enthusiastic people, and we are looking for a **Social Media Manager** to join our team and help grow and engage audience across our social channels.

If you have significant experience in developing and delivering successful, imaginative and creative social media campaigns, then we'd love to hear from you. We're looking for someone with a passion for storytelling and with experience of using social media to enhance brand visibility and engage audience in new and exciting ways. You'll report to the Head of Digital Content and have line management responsibility for the Digital Assistant/Trainee.

#### Key Responsibilities

- Responsible for developing and implementing the social media strategy for Bradford 2025's social media channels to increase reach, engagement and brand awareness.
- Responsible for the day-to-day management of social media channels, planning and publishing content across Instagram, TikTok, Facebook, LinkedIn and YouTube.
- Creating and curating engaging content in support of our wider marketing campaigns to engage and grow audiences.
- Report on the performance of social media channels and identify key areas to improve on engagement and reach.
- Work with the rest of the Audiences team to research and develop high-quality editorial content (video, images, audio, text) for publication across our social channels - ensuring content reflects our brand and maximises return on investment.
- Develop good relationships with all departments to ensure awareness and the creation of opportunities to promote events, activities and projects through compelling and creative editorial output.

- Support creative and artistic teams to develop content to feed our social channels and their own social media profiles.
- Fostering our online communities by responding to comments, messages, and mentions across social media channels.
- Explore and secure reciprocal digital marketing opportunities and increase our reach through partnerships and influencers.
- Work alongside our marketing team and media buying agency to plan a schedule of paid-for social activity, including programmatic campaigns.
- Keep up to date with any social media trends and similar brands to maintain Bradford 2025's brand competitive edge.

**You'll have:**

- Two years' experience in a social media role.
- Experience in developing and implementing social media campaigns.
- Excellent written and verbal communication skills.
- A passion for social media and strong understanding of various platforms and their best practices.
- Understanding of social media analytics tools and ability to interpret data for ongoing improvements and optimisations.
- Ability to juggle multiple projects simultaneously.
- Ability to work independently and collaboratively in a team environment.
- Possess a creative, analytical mindset with strong problem-solving skills.
- Excellent communication and collaboration skills.

**It would also be great if you have:**

- Experience with Meta Ads Manager.
- Experience working in a social role in an arts and cultural organisation.
- Knowledge of Bradford District and its cultural sector.

**Benefits include:**

- Annual salary of £35,000.
- 37 hours per week worked flexibly (City Centre location)
- 25 days holiday (pro rata) plus bank holidays
- Contributory pension scheme with 5% employer contribution
- High street discounts
- 2 x death in service cover
- Confidential employee assistance helpline

**We expect everyone in our team to:**

- Develop an understanding of Bradford 2025, UK City of Culture, its values, the benefits it brings to the Bradford District and to funders and sponsors.
- Create a positive working environment, underpinned by our values.
- Act as an ambassador for Bradford 2025, UK City of Culture.
- Drive change in our industry through actions and words that advocate inclusion and equality, creating a culture that recognises and celebrates diversity and sustainability.

- Be accountable for the safety of yourself and others by working safely and in accordance with our Health & Safety and Safeguarding Policies.
- Ensure we are collecting and using data from all activities to inform decisions, demonstrate our impact and fulfil our funding conditions in line with GDPR.
- Undertake relevant training and development as required.
- Be open to the opportunities to mentor, train and develop colleagues and participants in Bradford 2025.
- Carry out any other tasks that will be required on an ad hoc or continuing basis, commensurate with the general level of responsibility of your position.

We're committed to ensuring that everyone feels accepted and can be their true selves at Bradford 2025 and we want our team to reflect our district. We believe that diversity in our team is crucial to our success, so we welcome applications from all races, genders, religions, ages, and sexual orientation as well as from people living with disabilities. We are proud to be an equal opportunity workplace and our ambition is to recruit and retain the best people regardless of background.

If your experience looks different from what we've advertised and you believe that you can bring value to the role, we'd love to hear from you. If you require any adjustments to the recruitment process, please let us know so we can help you to be at your best. This might be as simple as wanting sight of interview questions ahead of time – whatever it is, just ask and we'll see what we can do.

To apply for this role please send a copy of your CV and a covering letter of no more than two sides of A4 to [recruitment@bradford2025.co.uk](mailto:recruitment@bradford2025.co.uk)