

The Future is Us Social Media & Communications Lead Role Description

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| Role title: | Social Media & Communications Lead |
| Reports to: | Project Producer |
| Contract: | Freelance Contract |
| Salary/Fee: | £3,300 |
| Hours: | 22 days @ £150/day worked flexibly across March – June 2022 |
| Place of work: | Your principal base will be the Melville Arts Centre in Abergavenny. Administrative systems and organisational support will be through the Borough Theatre. |

Purpose of role:

The Future is Us is an ambitious R & D project based in Abergavenny and North Monmouth. Delivered in partnership between The Borough Theatre and the Melville Theatre, the project aims to connect with and capture the creative spirit of young people in the area. Through partnership and consortium working, we want to put young people at the centre of the project design and development.

The project is intended to bring together North Monmouthshire youth to voice their perspectives, to identify their shared experiences and concerns and work on ideas for the future. The project promotes ownership of individual opinions/views and shared creativity.

We are seeking an enthusiastic and able Social Media & Communications Officer to take the important role of managing all social media and communications aspects for the project. You will be working closely with the Project Producer and the Assistant Project Manager, supporting the project by creating content to recruit, engage and inform an audience of young participants as well as schools, community groups and a range of partners.

The project strands will consist of cross genre artforms such as Music, Theatre, Visual arts, Film & Digital technologies, Dance and will culminate in a Youth Arts Festival taking place over the Jubilee Bank Holiday weekend.

There are five phases to the project:

1: Project Development

You will assist in the recruitment of participants and communicate with the larger network of youth and cultural organisations through which young people can, and do, access cultural opportunities from schools to brass bands, youth clubs to scouts and guides, amateur youth choirs to professional dance schools.

2: Engagement

You will create content and practice share discussion events, workshops and events, talking to an audience of young people and community stakeholders. You will be able to pick out themes to explore and disseminate using a range of social media channels and newsletters.

3: Exploration

You will support the programme of activity throughout the project, highlighting creative events and opportunities for young people to engage with.

4: Coming Together

You will create a communications plan in collaboration with the Producer/Project Coordinator that includes the marketing of a framework of events to showcase the skills, cultural activity and aspirations of the young people. Shaped by the project process the format may be a mini arts festival, a series of performances or exhibitions, a local youth conference, a take over town event or arts activity weekend.

It will also be a chance to reflect on the project itself and provide ideas and thoughts for future developments and activity.

As Social Media & Communications Officer, you will be expected to engage with and feed into the evaluation process of the project.

Key tasks & responsibilities:

- To work closely with the Project Producer, team members and potential participants to support all aspects of communication and social media activity throughout the project, including recruitment of participants, create regular newsletters with project updates and assist in the marketing of the final festival weekend.
- To support and highlight relevant aspects of the creative programme through a range of social media channels.
- To communicate clearly with the creative team, schools and community groups as well as project partners and stakeholders
- To work closely with the Assistant Project Manager to schedule social media and newsletter activity, making the most of the activity and maximising impact and engagement at all times.
- To attend workshops and events throughout the project, picking up on themes and activity
To adhere to Monmouthshire County Council policies as required

Essential Criteria:

- Experience of working in inclusive youth arts and participant focussed projects
- Experience of creating social media content using a range of channels
- Experience in producing newsletters and editing website texts
- Experience copywriter and editor
- Experience of working within the voluntary and amateur cultural activity
- Knowledge of the Welsh Arts/cultural sector infrastructure
- A high level of organisational skills, including computer literacy with word processing, spreadsheets and presentation software
- Mobility to travel around North Monmouthshire
- Willingness to work weekends and evenings when necessary
- A working knowledge of, and ability to work within existing safeguarding policies
- A current DBS check

Desirable Criteria:

- Ability to speak and communicate in the Welsh Language
- A can-do attitude and ability to use one's initiative.

How to Apply:

Please read the role description and person specification below and send you CV and covering letter telling us why the role is of interest to you and how your skills match what we are looking for.

Send everything to Project Producer: asa.malmsten@coachcreate.co.uk

The deadline for submission of applications is 12.00 noon on Friday 18th February 2022.

Interviews will take place on Tuesday the 22nd February 2022.

We are looking to complete the recruitment process by the 25th February, with a view of having an Assistant Project Manager in place from March 2022.

If you have any special access requirements to enable you to apply for this role, please let us know by emailing Project Producer: asa.malmsten@coachcreate.co.uk

Ni yw'r Dyfodol Arweinydd Cyfryngau Cymdeithasol a Chyfathrebu Disgrifiad Swydd

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| Teitl swydd: | Arweinydd Cyfryngau Cymdeithasol a Chyfathrebu |
| Adrodd i: | Cynhyrchydd y Prosiect |
| Contract: | Contract Llawrydd |
| Cyflog/Ffi | £3,300 |
| Oriau: | 22 diwrnod @ £150/diwrnod yn gweithio'n hyblyg ar draws Mawrth – Mehefin 2022 |
| Man gwaith: | Eich prif weithle fydd Canolfan Gelfyddydau Melville yn y Fenni. Bydd y systemau gweinyddol a chefnogaeth sefydliadol drwy Theatr y Borough. |

Diben y swydd:

Mae Ni yw'r Dyfodol yn brosiect ymchwil a datblygu uchelgeisiol yn seiliedig yn y Fenni a Gogledd Sir Fynwy. Caiff y prosiect ei gyflwyno mewn partneriaeth rhwng Theatr y Borough a Theatr Melville ac mae'n anelu cysylltu gyda a chrynhoi ysbryd creadigol pobl ifanc yn yr ardal. Drwy weithio partneriaeth a chonsortwm, rydym eisiau rhoi pobl ifanc wrth ganol dyluniad a datblygiad y prosiect.

Bwriad y prosiect yw dod â ieuencid Gogledd Sir Fynwy ynghyd i leisio eu safbwyntiau, i ddynodi'r profiadau a'r pryderon a rannant a gweithio ar syniadau ar gyfer y dyfodol. Mae'r prosiect yn hyrwyddo perchnogaeth o farn/sylwadau unigol a rhannu creadigrwydd.

Rydym yn edrych am Swyddog Cyfryngau Cymdeithasol a Chyfathrebu brwdfrydig a medrus i gymryd rôl bwysig rheoli holl agweddau cyfryngau cymdeithasol a chyfathrebu y prosiect. Byddwch yn gweithio'n agos gyda Chynhyrchydd y Prosiect a'r Rheolwr Prosiect Cynorthwyol, gan gefnogi'r prosiect drwy greu cynnwys i recriwtio, ymgysylltu a hysbysu cynulleidfia o gyfranogwyr ifanc yn ogystal ag ysgolion, grwpiau cymunedol ac amrywiaeth o bartneriaid.

Bydd gwahanol linyddau prosiect yn cynnwys dulliau celf traws-genre tebyg i, ond nid yn unig, Cerddoriaeth, Theatr, Celfyddydau Gweledol, Ffilm a Thechnolegau Digidol, Dawns a'r penllanw fydd Gŵyl Celfyddydau Ieuencid a gynhelir dros benwythnos Gŵyl Banc y Jiwbilf.

Mae pum cyfnod i'r prosiect:

1: Datblygu Prosiect

Byddwch yn cynorthwyo wrth recriwtio cyfranogwyr a chyfathrebu gyda'r rhwydwaith ehangach o fudiadau ieuencid a diwylliannol y mae pobl ifanc yn eu defnyddio i gael mynediad i gyfleoedd diwylliannol o ysgolion o fandiau pres, clybiau ieuencid i sgwtiaid a geidiaid, corau ieuencid amatur i ysgolion dawns proffesiynol.

2: Ymgysylltu

Byddwch yn creu cynnwys ac yn ymarfer a rhannu digwyddiadau trafod, gweithdai a digwyddiadau, gan siarad gyda chynulleidfia o bobl ifanc a rhanddeiliaid cymunedol. Byddwch yn gallu codi themâu i'w hymchwilio a'u lledaenu yn defnyddio amrywiaeth o sianeli cyfryngau cymdeithasol a chylchlythyrau.

3: Ymchwilio

Byddwch yn cefnogi rhaglen o weithgaredd drwy gydol y prosiect, gan dynnu sylw at ddigwyddiadau creadigol a chyfleodd i ennyn diddordeb pobl ifanc.

4: Dod Ynghyd

Byddwch yn creu cynllun cyfathrebu gan gydweithio gyda'r Cynhyrchydd/Cydlynnydd Prosiect sy'n cynnwys marchnata fframwaith o ddigwyddiadau i arddangos sgiliau, gweithgareddau diwylliannol ac uchelgais pobl ifanc. Wedi'i lunio gan broses y prosiect gall y fformat fod yn wyl gelfyddydau fach, cyfres o berfformiadau neu arddangosfeydd, cynhadledd ieuencid leol, digwyddiad cymryd tref drosodd neu benwythnos gweithgaredd celfyddydau.

Bydd hefyd yn gyfle i fwrw golwg ar y prosiect ei hun a rhoi syniadau ar gyfer datblygiadau a gweithgareddau yn y dyfodol,

Fel Swyddog Cyfryngau Cymdeithasol a Chyfathrebu, disgwylir i chi ymwneud gyda a bwydo i broses werthuso'r prosiect..

Tasgau a chyfrifoldebau allweddol:

- Gweithio'n agos gyda Chynhyrchydd y Prosiect, aelodau tîm a chyfranogwyr posibl i gefnogi pob agwedd o weithgaredd cyfathrebu a chyfryngau cymdeithasol drwy gydol y prosiect, yn cynnwys recriwtio cyfranogwyr, creu cylchlythyrau rheolaidd gyda newyddion y prosiect a cynorthwyo gyda marchnata penwythnos terfynol yr ŵyl.
- Cefnogi a thynnu sylw at agweddau perthnasol o'r rhaglen greadigol drwy amrywiaeth o sianeli cyfryngau cymdeithasol.
- Cyfathrebu'n glir gyda'r tîm creadigol, ysgolion a grwpiau cymunedol yn ogystal â phartneriaid a rhanddeiliaid y prosiect.
- Gweithio'n agos gyda'r Rheolwr Prosiect Cynorthwyol i drefnu gweithgaredd cyfryngau cymdeithasol a chylchlythyrau, gan fanteisio i'r eithaf ar y gweithgaredd a chynyddu effaith ac ymgysylltu bob amser.
- Mynychu gweithdai a digwyddiadau drwy gydol y prosiect, gan godi lan ar themâu a gweithgaredd.
- Cydymffurfio gyda pholisïau Cyngor Sir Fynwy fel sydd angen.

Meini Prawf Hanfodol

- Profiad o weithio mewn prosiectau celfyddydau ieuencid cynhwysol a gyda ffocws ar y cyfranogwyr
- Profiad o greu cynnwys cyfryngau cymdeithasol yn defnyddio amrywiaeth o sianeli
- Profiad o gynhyrchu cylchlythyru a golygu geiriad gwefannau
- Profiad mewn ysgrifennu copi ac fel golygydd
- Profiad o weithio o fewn gweithgaredd diwylliannol gwirfoddol ac amatur
- Gwybodaeth o seilwaith sector celfyddydau/diwylliannol Cymru
- Lefel uchel o sgiliau trefnu, yn cynnwys gallu cyfrifiadur gyda meddalwedd prosesu geiriau, taenlenni a chyflwyniad
- Gallu i deithio o amgylch Gogledd Sir Fynwy
- Parodrwydd i weithio ar benwythnosau a gyda'r nos pan fo angen
- Gwybodaeth waith a gallu i weithio o fewn polisïau diogelu presennol
- Gwiriad DBS cyfredol

Meini Prawf Dymunol:

- Gallu i siarad a chyfathrebu yn y Gymraeg
- Agwedd gallu gwneud a gallu i ddefnyddio eich cymhelliant

Sut i Wneud Cais:

Darllenwch y disgrifiad swydd a'r fanyleb person islaw ac anfon eich CV a llythyr egluro yn dweud pam fod y rôl o ddiddordeb i chi a sut mae eich sgiliau'n cyfateb gyda'r hyn yr edrychwn amdano.

Anfonwch bopeth at Gynhyrchydd y Prosiect: asa.malmsten@coachcreate.co.uk

Y dyddiad cau ar gyfer cyflwyno ceisiadau yw 12.00 canol-dydd ddydd Gwener 18 Chwefror 2022.

Cynhelir cyfweiliadau ddydd Mawrth 22 Chwefror 2022.

Gobeithiwn gwblhau'r broses recriwtio erbyn 25 Chwefror gyda golwg ar gael yr Arweinydd Cyfryngau Cymdeithasol a Chyfathrebu yn ei swydd o fis Mawrth 2022.

Os oes gennych unrhyw ofynion mynediad arbennig i'ch galluogi i wneud cais am y rôl, gadewch i ni wybod os gwelwch yn dda drwy anfon e-bost at Gynhyrchydd y Prosiect:
asa.malmsten@coachcreate.co.uk