

CREATIVITY CULTURE AND EDUCATION

SOCIAL MEDIA MANAGER

RECRUITMENT PACK

Thank you for your interest in this role. We're eager to find a Social Media Manager who shares our enthusiasm and drive and inside this pack, you'll find everything you need to understand what this role will entail and whether it - and CCE - interests you.

In this pack you will find:

- [Information about CCE](#)
- [Background to the role](#)
- [Key Terms and Conditions](#)
- [Job Description](#)
- [Person Specification](#)
- [Recruitment Process and Timetable including How to Apply](#)

If you find you have a question which isn't answered in this pack, please feel free to email recruitment@cceengland.org

SOCIAL MEDIA MANAGER

ABOUT CCE

Creativity, Culture and Education (CCE) transforms education globally through creativity. Our goal is to make creativity part of every learning organisation and every system so every learner, teacher and leader can thrive.

We work with partners to spark relationships, agitate systems and build communities that cherish, cultivate and celebrate creativity. We level the playing field to give all learners, teachers, leaders, and systems creative capabilities and space to thrive.

CCE was created in 2008, originally to manage the then Government's flagship creative learning programme 'Creative Partnerships' which had been created in 2002 and had been run via Arts Council England until that point.

CCE is technically set up as a company limited by guarantee and a registered charity.

CCE now operates without any ongoing public revenue funding, but has income from its unrestricted reserves, from contracts delivered with Government and non-Government partners and also applies for funding from trusts and foundations.

With a small dynamic staff team, we develop and deliver a range of initiatives designed to integrate creativity into education systems and organisations in the UK and around the world. Based upon impactful professional learning principles, but refreshed and modified on an ongoing basis by our experience of working with partners and schools, and grounded by emerging theories and research. We also have an international network who we meet with regularly.

You can find out more about CCE at <http://www.creativitycultureeducation.org/> (new website is in progress) and <https://leadingforcreativethinking.org>

SOCIAL MEDIA MANAGER

BACKGROUND TO THE ROLE

CCE currently supports the Creativity Collaboratives pilot in England and a range of programmes internationally including Australia, Ireland, Pakistan and Thailand. The majority of CCE's programmes are designed to utilise the potential of partners outside of education to cross-pollinate and influence the quality of learning in formal education. We also have an amazing network of partners from across four continents, all of whom share our values and our pedagogical approaches.

The role of Social Media Manager is initially a 6-month post. Over the last three years, we have gone through some changes in our staff team alongside having to make big adjustments to how we operate and work, and more recently refreshing our branding and strategy.

This is an exciting time to be joining CCE as we look to the future with confidence and ambition. We want to increase our impact and reach while continuing to innovate. We are developing a new core strand of our work centred around Leading for Creative Thinking which has already resulted in the publication of a playbook and a website launch. We are committed to investing time and resources to develop new professional learning programmes which we hope can be scaled and implemented more cost effectively across our existing network and in new places too.

As the Social Media Manager, you will live and breathe all things social media, leading all activities across our X, LinkedIn and YouTube/Vimeo channels, as well as keeping an eye out for opportunities elsewhere on social media. The Social Media Manager's role is to engage with our existing initiatives and future strategy and work alongside the Director and Creativity, Culture and Education team to develop content ideas, manage the social media content calendar, and find creative and engaging ways to raise the profile of CCE on social media. Success in this role is about social media supporting us to raise our profile, attract new audiences and partners to secure the long-term sustainability of CCE and spread the message of creativity in education.

Nia Richards
Director
August 2024

SOCIAL MEDIA MANAGER

KEY TERMS AND CONDITIONS

Salary

£30,265 pro rata

Duration of Contract/Probationary Period

This is a 6-month contract (6 weeks probation)

Hours of Work

Part-time (1 day/7 hours a week)

Location

Remote

Annual Leave

CCE offers 25 days annual leave (pro-rata for part-time), as well as Bank Holidays. In addition, CCE is typically closed between Christmas and New Year, for which you do not need to allocate any of your annual leave entitlement.

Pension Scheme

CCE offers a defined contribution pension scheme. Provided that the employee makes a contribution of no less than 3%, CCE will make an employer's contribution of 10%.

Flexible Working

Our staff can work flexibly in different ways, including incorporating flexible hours provided that the needs of the business are met.

SOCIAL MEDIA MANAGER

JOB DESCRIPTION

Job Summary and Purpose

- To own and manage the CCE social media channels to plan content, come up with engaging content, create said content, regularly posting to our channels and reporting back to our director about the progress of social media channels
- To contribute to the social media strategy and communications strategy of CCE
- To use your creativity and execution skills to elevate our channels, working with the rest of the team to deliver impactful content, best practice, and social media expertise
- To work with our wider organisation to advise on how to increase engagement and best practice
- To be passionate about telling the story of an organisation, exploring new channels and possibilities, testing and optimising, problem-solving and leading a team.

Main Responsibilities/Activities

- **Social media management**
 - Ownership of CCE's social media channels, posting content regularly that is tailored to each channel and ensuring each channel's features are used to create the biggest impact for our supporters
 - Planning and building social media campaigns that strategically integrate goals and consider metrics
 - Updating the monthly content calendar
 - Scheduling social media content
 - Effectively manage and communicate progress around your daily / weekly tasks, working with your colleagues to ensure work is delivered in a timely way.
- **Content creation and community management**
 - Create inspiring concepts and develop these into compelling, on-brand, platform-specific content using tools like Canva or Adobe products
 - Graphic and asset creation using Canva or similar tools, video creation
 - Social media community management including moderating and responding to comments and messages.

- **Insights and Reporting**
 - Regularly monitoring social trends to create topical content
 - Using tools such as LinkedIn Insights, and social media reporting tools eg Sprout Social to report on post-performance, and monitor and evaluate success, on a monthly basis.
 - Deliver bespoke insight and analysis, iterating content that performs well to identify fresh ideas for content creation.

- **Best practice**
 - Keep up to date with new features and tech related to social media platforms, as well as other organisations' activity, to ensure the most engaging and effective content
 - Encourage and assist staff members in producing social media content, supporting them with creative and technical guidance and giving feedback
 - Contribute to other communications activities such as website and PR content, as necessary.

- **Creativity**
 - Bring your creativity to the table - we live our values at CCE and would like to bring someone in who wants the opportunity to try new things, test new formats and ultimately find out what content works for our audiences and how to get our message across
 - An understanding of what's happening on different social media channels, and the ability to discern what would make good content for CCE's channels
 - The ability to brief freelancers when necessary - for example graphic designers, video editors or other creatives for specific campaigns.

The culture at CCE requires everyone to:

- Positively support equality of opportunity and equity of treatment of colleagues in accordance with the Diversity Policy/Statement
- Help maintain a safe working environment by:
 - Attending training in Health and Safety requirements as necessary
 - Following local safe working practices and the Health and Safety Policy.

SOCIAL MEDIA MANAGER

PERSON SPECIFICATION

Qualifications and Experience

- **Communication:** You have excellent written and spoken communication skills and an eye for detail. You can tell powerful, engaging and emotive stories.
- **Creative:** You are an ideas person. You like to think outside the box and you value your own creativity and that of others.
- **Organised:** This role requires your organisation to be on point. You can work to tight deadlines and think far forwards to organise your work.
- **Team player:** You value the benefits of teamwork, making your contribution confidently within the team.
- You are comfortable working with staff from different teams.
- **Technology:** You stay up-to-date on latest technological developments and how organisations can use them to improve performance, and draw on this base of knowledge to address organisational challenges.
- Keep up to date with new features and tech related to social media platforms, as well as other organisations' activity, to ensure the most engaging and effective content.
- Proven ability to learn new software quickly and independently.

Technical Skills and Knowledge

- Confident using content creation tools such as Canva
- Confident in the use of email, internet and office software
- Confident in the use of digital platforms such as Zoom, Microsoft Teams, LinkedIn, X/Twitter, Vimeo
- Excellent communication and influencing skills
- Proven ability to use reflective, analytical and problem-solving skills

In an ideal world you'll also have:

- Experience in the education sector
- Experience of working internationally
- A sense of humour!

SOCIAL MEDIA MANAGER

RECRUITMENT PROCESS AND TIMETABLE

Key Dates

Deadline for Applications	6 September 2024
Shortlisting Completed and Candidates Notified	By 13 September 2024
Interviews (Online)	23 September 2024

How to Apply

Please send a Curriculum Vitae, together with a supporting statement demonstrating in detail; how you meet each of the requirements of the Person Specification.

Applications can be posted to Creativity, Culture and Education, 20 Portland Terrace, Jesmond, Newcastle upon Tyne NE2 1QQ or emailed to recruitment@cceengland.org. All applications will be acknowledged.

Shortlisting and Interviews

Once shortlisting is complete, we will inform every applicant – successful or otherwise – whether they have been successful in making it through to the next stage.

In terms of a start date, we are keen for the successful candidate to start as soon as possible.