



One of the festival's main objectives is to bring ourselves together to get people united with a clear conscience of respect to each diverse culture while empowering the importance of freedom. A pledge to make an impactful festival with great artists, activists, and musicians and start a renaissance to create an atmosphere of relaxation fraternity with the purpose to leave an unforgettable experience in the spectator's mind.

Role title	Social Media Manager
Department	Marketing and Communications
Position Type	Part-time
Reports to	Digital Communications Manager
Location	Home Office

Trapeton Summer Bash Festival 2023 will take place across in Stogi Beach Gdańsk. It will deliver a programme of ground-breaking new commissions with the ambition of reaching millions, bringing people together and promoting the Latin culture to the world. Creative projects have been selected following an extensive programme and rigorous assessment process to form the festival's commissioned program.

A new local ticketing association has been acquired through Eventim to guarantee, manage, and promote the trust and money security of our festival fans; work with strategic delivery agencies within each city to design and deliver the Tickets on time. The festival will demonstrate the important role that creativity plays in our lives, as well as providing unforgettable experiences. This investment comes at a time of need for sectors impacted by the global pandemic and will support the creation of work and jobs.

Applying for a role with Festival 2023

Trapeton Summer Bash Festival is an equal opportunities Organization and Disability Confident employer. We encourage applications from all backgrounds and communities.

Discover more:

www.trapeton.pl



Role Overview

As a nationwide festival of creativity and innovation; digital will be central to the delivery and promotion of Trapeton Summer Bash Festival 2023's commissioned program. As Social Media Manager, you will be responsible for managing the festival's social media presence and channels, sourcing and producing compelling content to engage our audiences, build our online community and generate excitement about the festival.

Continually looking for new ways to excite, delight and engage, you will have a clear vision for how to fully utilize social channels to reach audiences on a global scale, ensuring clear and consistent messaging and content scheduling.

You will establish a clear social media strategy and ways of working, advising the festival on how it can best achieve its goals on social media, providing advice and training where required.

You will be a collaborative and original digital thinker, drawing experience from a range of sectors and embodying a willingness to co-create with colleagues from across the festival team. Working closely with our Creative Programming team, you will set-out a clear roadmap of how to create a unified yet exciting Festival social media presence whilst maintaining the individuality and spirit of the teams and projects.

You will live & breathe social media, helping us go above & beyond our own understanding of what's achievable on social media, and pushing us to do better, whilst ensuring our daily management of our social media presence is robust.

With the festival team continuing to grow, elements of the role may adapt as new colleagues join to maximize the skills mix within teams.

Key Responsibilities and Accountabilities

- Oversee the daily management of Festival's social media channels and presence, including all content scheduling, monitoring, and performance/reporting in line with the organization's objectives, activity, brand, and tone of voice.
- Build an online community and ensure the needs of that community are met through engaging and accessible content, responding to queries, building trust, and being audience-centered in our approach, as well as in the curation and creation of online content.
- Provide proactive and reactive ideas for the use of social media in support of the festival's communications activities and objectives.
- Monitor social media trends for latest platform usage and integrating best practice into our content and forward planning and delivery, including, if relevant, identifying potential new platforms to adopt.
- Develop an effective social media strategy, maximizing how we communicate to diverse audiences across the Poland and globally and reflects the creativity and innovation that are at the heart of Festival.
- Prepare agency briefs, manage external resource, and procuring external services.
- Lead the monitoring and reporting on all social media analytics and insights, and provide regular as well as ad hoc reporting, and review and advise on the best reporting tools.
- Advise and lead on all paid social media activity, ensuring it complements campaign activity, identifying target audiences and reporting on ROI.
- Identifying opportunities where we can leverage content and our social media presence to create greater reach and deeper engagement with our audience and online communities.
- Support the production and procurement of imaginative digital content to support the promotion of the festival to audiences and stakeholders, across the Poland and internationally, and ensuring all content is fit for purpose for use on social channels.
- Develop and maintain clear project plans and content schedules for all social media activity for both day-to-day management and campaigns,
- Maintain a watching brief on the wider news and cultural agenda, which could have relevance for the festival.



Other Responsibilities

- Deputies for the Digital Communications Manager as and when required.
- Willing to travel and stay overnight at the festival’s expense as and when required.
- Attend occasional meetings, training sessions and other events, which may take place outside normal working hours as required.
- Undertake other duties as may be reasonably required.
- At all times, carry out duties and responsibilities regarding TSB Festival 2023 Equal Opportunities and Health & Safety policies.

RESPONSIBILITIES OF THIS ROLE WILL EVOLVE THROUGHOUT THE LIFETIME OF DELIVERY.

Festival Values

Trapeton Summer Bash Festival 2023 is driven by shared values. We are Open, Optimistic and Original. Ability to articulate, represent and shape the festival 2023 values is of importance to the role.

Person Specification

Skills and Experience

Qualifications	
Essential	Desirable
<ul style="list-style-type: none">• Relevant qualification and/or professional industry experience.	<ul style="list-style-type: none">• Industry qualification or evidence of relevant professional development.
Skills and Abilities	
Essential	Desirable
<ul style="list-style-type: none">• Understanding of complex projects.• Able to communicate complex ideas using simple and accessible language.• Experience of establishing a clear social media presence and building online communities.• Proficiency in a range of social media reporting tools.• Confidence to work at scale and on own initiative.• Team player who enjoys collaborating.• Able to juggle competing priorities, deadlines, and in managing complexity.	<ul style="list-style-type: none">• Able to present to senior team and at Board level.



SOCIAL MEDIA MANAGER
ROLE DESCRIPTION

Knowledge and Experience	
Essential	Desirable
<ul style="list-style-type: none">• Significant experience of leading social media campaigns both paid and organic.• Proven experience of working as part of a communications team fully integrating social media.• Experience of working on public and large-scale digital campaigns.• Knowledge of new and emerging trends within social media.• Experience of leading on the development of social media strategies and content planning.• Experience of procuring agencies and other services.	<ul style="list-style-type: none">• Experience gained in a digital or creative agency, or through working on events.• Experience of developing communications aimed at large-scale audiences.• Experience of working on international projects.• Staff management experience.• Understanding of STEAM (science, technology, engineering, arts, and math).

We will consider a secondment from an existing organization or public body for this role.

Trapeton Summer Bash Festival is committed to building a team that reflects the diversity of Poland. We encourage candidates from all backgrounds to apply and welcome applications from individuals with skills and lived experience to help us ensure the festival is representative of the communities it will engage and celebrate.

The principles “VALUES” (Fairness – Respect – Equality – Diversity – Inclusion and Engagement) support our aim of delivering an inclusive Festival.

TSB Festival is part of Old Music Group.
www.oldmusiclive.com