



SOCIAL MEDIA COORDINATOR

About the Early Opera Company

The Early Opera Company is an ensemble dedicated to the performance of baroque opera using period instruments. It was founded by its Music Director Christian Curnyn in 1995.

For further information about us, visit <https://earlyopera.com>.

Introduction

The Early Opera Company is seeking a talented individual to join our team as Social Media Coordinator. The successful candidate will be responsible for generating engaging social media content and nurturing and developing our online communities.

Main responsibilities

- Develop and lead the EOC's social media strategy across all social media platforms: Twitter, Facebook and others in order to grow EOC's reach and expand potential audiences.
- Work with the Artistic Director, General Manager (and Social Media sub-board where appropriate) in the creation of content plans.
- Deliver all content across the EOC's social platforms, co-ordinating content production (video/photography) where required.
- Curate and design content for the EOC's regular digital newsletter (usually once per quarter but could become more regular).
- Interact with the social media community answering comments/sharing other content where appropriate.
- Ensure that tone of voice and style is consistent across channels.
- Analyse and report on social media metrics to provide regular insights.
- Work with external promoters and venues on promotional offerings and social media sharing.
- Keep abreast with industry developments and make recommendations towards the social media strategy.

Person Specification

Essential

- Previous experience working in a similar role.
- Excellent writing skills with experience of copywriting.
- Strong interest in social media, as well as digital and traditional media trends.
- Competency with Office applications including Excel.
- Proactive and organised.
- Interest/awareness of the classical music industry.
- Basic graphic design skills and an eye for good design.

Desirable

- Direct experience working within the classical music industry.
- General social media skills – knowledge of how to use hashtags, images and mentions effectively.
- Experience in Mailchimp campaigns.

This is a part-time position, initially for a six month period, which will be paid at a rate of £18 per hour. The post-holder will work 12 hours per month (approximately 3 hours per week).

To apply, please send a CV and covering letter to Helen Wills, General Manager (helen.wills@earlyopera.com), by **Friday 4 June 2021**.

Early Opera Company Limited

13 Humbolt Road, London W6 8QH Email info@earlyopera.com Tel 07976 767535 www.earlyopera.com

Registered Charity 1111086 • Registered in England No. 4302402 • Registered office: Henwood House, Henwood, Ashford TN24 8DH