

# *Social Media/Digital Marketing Freelancer*

## *Job Description*

### Background

Built in 1582, Lauderdale House is a registered charity and vibrant arts and education centre based in a Grade II\* listed heritage house in Waterlow Park, Highgate. Each year we host a packed programme comprising a wide range of creative events (classical concerts, jazz, children's theatre and seasonal activities, cabaret, exhibitions, creative classes for all ages) and private functions (weddings, parties, funerals, meetings) with a footfall averaging 75,000. In addition, we run an extensive outreach programme working with young people in schools and community centres.

The recent pandemic has been a huge challenge for the organisation as we receive no regular government or council funding, and all of our income is self-generated through hiring the House, selling tickets, trust grants for educational projects and a few donations. However, we are a resilient organisation and determined to survive and stay relevant to our communities.

Where COVID restrictions have allowed, we have taken every opportunity to earn income from hiring the House for COVID-19 secure events and over the summer welcomed hundreds of people safely by providing outdoor socially distanced performances. Now, thanks to grants from the National Lottery Heritage Emergency Fund and the Cultural Recovery Fund for Heritage we are able to offer this opportunity to work with us to help secure the future of this unique organisation.

### Role

This role will include strategy, content and scheduling. The main area of focus will be creating a strategic paid for and organic digital marketing strategy that showcases Lauderdale House as a venue for hire to a wider audience, resulting in more booking enquiries, and ultimately more bookings for weddings, parties and other events in late 2021 and 2022.

We are a small hardworking team. The role of our Marketing and Communications Manager, who you will work closely with, is multi-purpose, and as a result, our social media efforts can be sporadic

and reactive at times rather than strategic. We also partially rely on volunteer input. Previous paid for campaigns have been limited, so it's vital that we recruit someone who is dedicated to trying out different ad types across platforms, who can closely monitor their success and assign the budget (approximately £2000) accordingly.

This role will help ensure that we remain connected to our communities during the pandemic, support the maximisation of all income opportunities and leave a legacy of good practice for our organisation to build on.

We need a social media/digital marketing expert to help us:

- Undertake an audit of all our social media channels.
- Create content for our channels (Facebook, Twitter, Instagram, Linked In).
- Implement a remarketing strategy.
- Use our paid for campaign budget to its full potential ensuring greatest reach and engagement.
- Develop monthly reporting and draw actionable insights in order to continually develop the on-going social strategy.
- Identify audience and platform trends and use them to develop platform specific content.

Essential:

- A proven track record of running successful social media campaigns.
- Experience in delivering social reporting on analytics and insights and are confident with analytics tools.
- Able to use photo and video editing software such as Photoshop and Adobe Premiere, as well as design software such as Canva.
- Experience in designing, executing, and analysing ads on social media.

Desirable:

- Experience running social media accounts for a venue.
- An understanding of the events industry.
- Experience of working with a charity.
- Access to editing software such as Photoshop and Adobe Premiere.

## Terms & Conditions

We have a fixed budget of £2400 for this freelance work. Days/hours of work will depend on rates and availability.

To apply please send a C.V, cover letter outlining your suitability for the role and some examples of your work to Jenny Hall at [jhall@lauderdale.org.uk](mailto:jhall@lauderdale.org.uk). Please also include details of your daily/hourly rate. **Applications close at 9am Monday 18th January 2021.**