



Role Description – Social Networker

Position - New Focus Member (Voluntary) this is a long term position and members need to be committed to being part of New Focus for more than one year.

Hours - Variable dependent on what projects are going on. You must be able to attend at least one meeting a month, usually on Thursdays 5pm – 7pm. We also ask that you attend New Focus training sessions and group visits.

Aims

Reach young people in Bradford by developing our marketing campaign using social networking sites. The main priority of this role is to spread the work of New Focus through social networking sites, secure more followers and help share what Impressions Gallery does, and get more young people to visit the gallery.

Responsibilities

- Develop social media campaigns for New Focus projects
- Update social networking sites Instagram & Facebook
- Create at least one blog post on an exhibition and or event at Impressions. This can be a medium of your choice.
- Proactively help source guest bloggers
- Attend local arts events with Project Manager
- Attend relevant training sessions with the Project Manager
- Represent the gallery at Impressions openings and events

Essential Criteria

- Age 16 -25
- Passionate about Bradford
- Live work or study in Bradford
- Knowledge of Social networking sites
- Enthusiasm for communicating

This will give you skills in

- Working effectively in a team
- Creating new networks
- Social networking strategy
- Working to tight deadlines
- Web statistics evaluation
- Writing about galleries and what they do

This will suit someone who is interested in gaining experience in digital development, marketing and the gallery sector.