



LIVERPOOL PHILHARMONIC

# Social Media Manager

Candidate Information  
March 2024

# What is Liverpool Philharmonic?

## **Liverpool Philharmonic enhances and transforms lives through music.**

At the heart of our work is the critically-acclaimed Royal Liverpool Philharmonic Orchestra (the UK's oldest) and Choir; an extensive programme of participatory work with young people and others across our community; and presentation of almost 400 concerts and events each year at our home, Liverpool Philharmonic Hall.

## **Liverpool Philharmonic is rooted in our city.**

We are central to Liverpool's cultural offering, being the largest music organisation and one of the largest cultural organisations in the city, employing over 240 people. As well as our work in Liverpool our Orchestra represent the city with performances and broadcasts across the UK and around the world.

The city's young people are a central focus of our work. Our In Harmony programme provides an intensive, daily music-making programme for over 1750 children in Everton and Anfield, North Liverpool, and we run more than 5,000 workshops and events in community settings for all ages across the City. The Liverpool Philharmonic Youth Company provides a range of opportunities for music making for young people, including the Liverpool Philharmonic Youth Orchestra, Liverpool Philharmonic Youth Choir, Children's Choirs, and Rushworth Young Composers programme. We work in partnership with the Mersey Care NHS Foundation Trust delivering programmes which support people in the Liverpool city region living with a range of mental health needs.

## **Liverpool Philharmonic is committed to diversity and inclusion.**

We work hard to reach right across our community through our learning work, and concert programme.

We attract world class artists to perform at Liverpool Philharmonic Hall and our small venue, Music Room, with a diverse programme of performances ranging from classical, contemporary, rock, pop, folk, roots, and jazz to comedy, film and spoken word. We work with many organisations and cultural partners in the City to ensure that the artists and performances we put on stage, and the audiences we attract truly represent our community.

And we are working hard to ensure that our workforce is a diverse as possible.

Liverpool Philharmonic reaches more people than any music organisation outside London.

**Over 350,000 people attend Liverpool Philharmonic concerts each year.**

**73,000 young people participate in our Youth Company and associated ensembles, attend concerts or take part in our In Harmony programme.**

**Around 900,000 people in 92 countries listen to our recordings each month on Spotify, more than any UK orchestra outside London.**

**Over 18,000 people have benefitted from our music and mental health programme over the last 15 years.**

# What is the role?

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- **Title:** Social Media Manager
- **Department:** Audiences and Development
- **Location:** Liverpool Philharmonic Hall or any reasonable location dependent upon the requirements of the post
- **Responsible to:** Head of Communications and External Affairs
- **Contract:** Full time, permanent

## Principal Role

The Social Media Manager will develop Liverpool Philharmonic's social media strategy, create organic and paid content for social channels, manage the social media schedule, report on key metrics across social media, and stay on top of trends and best practice in this area.

# Key Responsibilities

## Key Responsibilities:

Planning and development of Liverpool Philharmonic's social media strategy to support marketing campaigns, audience development, and wider organisational objectives, working with the Head of Communications and External Affairs and Head of Marketing.

Creation of all organic and paid social media content (photos/video/copy) representing all areas of Liverpool Philharmonic from concerts to learning and community engagement work. This could range from rehearsal/concert footage, interviews with artists, audience vox pops, work with schools and young people and community activity etc.

Engage with followers and establish relationships with partners and influencers in order to grow and develop a strong social network.

Project Management of the social media schedule, gathering content ideas from across the organisation.

Social media analysis, producing and presenting reports from each channel to ascertain and monitor the effectiveness of digital campaigns and traffic to ensure a good return on investment, tracking and reporting on KPIs.

Communication with internal and external partners such as record labels, artists, promoters and artist management teams to organise shared content and collaborative posts that will ensure the widest possible reach for posts.

Ensure consistent adoption of social media best practices, through keeping up to date with latest social media marketing trends and opportunities.

This work involves some evening and weekend work to capture event content when needed.

# Person Specification

**The successful candidate is likely to be able to demonstrate the following:**

Criteria	Essential	Desirable
<b>Experience</b>		
At least 2 years working in a social media management role, preferably in the live performance sector	**	
Experience capturing and posting content for a professional platform.		**
Marketing and/or digital marketing qualifications		**
<b>Knowledge, Skills and Abilities</b>		
A deep understanding of and passion for social media marketing	**	
Interest and enthusiasm for music	**	
An excellent verbal and written communicator	**	
Good interpersonal skills, with the ability to engage colleagues and build relationships	**	
Flexible schedule required, with the ability to work evenings and weekends as needed for events.	**	
Excellent project management skills	**	
Ability to prioritise workloads whilst working across a range of daily demands	**	
Knowledge of social media advertising creation and best practice.	**	
A working understanding of photography and video capture for social channels.	**	
Video editing skills and experience using editing software.		**
Knowledge and appreciation of different genres of music from classical to contemporary.		**
Working knowledge of analytical tools – collecting and interpreting data from social media channels		**
Experience working with children and young people		**

# Key Information

- **Salary:** Up to £35,000
- **Employment type:** Fulltime, permanent
- **Hours of work:** The standard contracted hours for this post are 35 hours per a week. There will be a requirement to undertake frequent evening and weekend work to capture content, and this will be included in the post's 35 hour working week.
- **Place of Work:** Liverpool Philharmonic Hall or any reasonable location dependent upon the requirements of the post
- **Holidays:** 26 days (pro rated) plus bank holidays

## What benefits are offered?

### Complimentary staff tickets

Complimentary staff tickets are available, and employees are encouraged to attend events.

### Health Cash Plan

Following two years' service you will have access to a health cash plan with an award-winning supplier. This provides cash back towards everyday healthcare bills and a range of other wellbeing benefits.

### Pensions

Access to a Group Pension scheme whereby employees are auto enrolled and can enjoy employer contributions.

### Training and Development

We offer a dedicated training and development fund to support the growth and progression of our employees.

### Service Awards

Employees are provided with additional time off and cash incentives at various long service milestones.

### Discounted Staff Parking

Access to half price parking for employees who choose drive in to work.

### Rail and bus services

Access to the Mersey travel Season Ticket, enabling the cost of annual season ticket to be spread over a period of 12 months. Discounted monthly travel on Arriva bus services.

### Cycle to work

Cycle to Work Scheme that offers discounts on a bike and accessories, with the cost spread over a period of 12 months.

# How to Apply

Please [click here](#) to submit your application.

You will be required to input your personal details and then asked to complete the required information.

You will also be asked to add a supporting statement, which can be a maximum of 500 words detailing how you meet the requirements of the job (that does not include any personal details such as your name, date of birth, gender, address or phone number).

If you require any support with this process, please contact [recruitment@liverpoolphil.com](mailto:recruitment@liverpoolphil.com)

Applications are due 5pm on Wednesday 3<sup>rd</sup> April. No applications will be accepted after this time.

All applicants must have the right to work in the UK.

## Interviews

Short-listed candidates will be invited to attend an interview on the w/c 15<sup>th</sup> April at Liverpool Philharmonic Hall, Hope Street L1 9BP

## Equal Opportunities Statement

Liverpool Philharmonic is committed to striving to represent modern Britain in all its diversity. Liverpool Philharmonic is committed to equality of opportunity and welcomes applications from all suitably qualified candidates, irrespective of age, disability, gender reassignment, marriage and civil partnership, race, religion or belief, sex or sexual orientation. In seeking to be representative of the Liverpool city region, applications from members of minority ethnic groups are particularly welcome as they are currently underrepresented within the creative industry. The appointment will be made on merit with independent assessment, openness and transparency of process.

# LIVERPOOL PHILHARMONIC

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The work of Liverpool Philharmonic is supported by:



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