

FUTURES2022 Marketing & Social Media Executive

The total budget for this engagement is £3,000 or £200/day for a total commitment of 15 days spread over 10 weeks, from late July to the end of September/beginning of October 2022.

[FUTURES2022](#)

FUTURES is a festival of discovery that celebrates and showcases research and innovation taking place across the South West of England. It has been running since 2018 and is led by Bath Spa University, University of Bath, University of Bristol, University of Exeter and University of Plymouth.

[FUTURES2022](#) is the festival's latest edition and takes place on Friday 30 September and Saturday 1 October 2022.

Researchers from across the partner universities will share their research with people of all ages, exploring the past and discussing the research that is shaping our future with interactive activities and demonstrations such as hands-on experiments, science shows, games, quizzes, competitions, exhibitions across the five counties in the South West.

With 28 activities planned across festival hubs in Bath and Bristol, Exeter and Plymouth and online, *FUTURES2022* take place at various venues, including the S.S. Great Britain, the Box arts venue, the Eden Project, shopping centres, and parks. The programme is planned to include in-person events such as science walks, immersive performance pieces, science fairs and public lectures in these venues, online events and working with local radio stations to engage people with research.

The Role

As part of the [FUTURES2022](#) Marketing and Communications team, you will be devising and executing event marketing activities for the Bristol and Bath *FUTURES2022* festival hub and responsible for the overall [FUTURES2022](#) festival communications via our social media channels and website. You'll drive engagement through the *FUTURES* social channels, create content for those channels, keep content up to date on the website and manage the Eventbrite ticketing system.

What You'll Be Doing

- Devising and delivering effective marketing plans, activities and campaigns across print, digital, social media for the Bristol and Bath [FUTURES2022](#) events which includes but not limited to:
 - Managing the production and distribution of marketing materials including leaflets, posters, banners and other signage
 - Creating newsletters, social media posts, posters, leaflets and general marketing materials

- Creating relevant content for *FUTURES* social media platforms, including Twitter, Facebook, and launching the *FUTURES* Instagram account using Sprout Social
- Listening, participating, and reporting on social conversations, ensuring all posts resonate with target audiences
- Monitoring online activity and responding promptly to posts and questions, escalating where necessary
- Contributing to and executing the social media plan, implementing content calendars for all social media channels providing impactful creative assets
- Liaising with University of Bath and University of Bristol press, communications and marketing teams
- Managing the [FUTURES2022](#) Eventbrite ticketing page

What You'll Need To Be Successful

We are looking for a freelance Marketing & Social Media Executive who has two to three years of experience working on events marketing activities and campaigns. Ideally, you'll have previous experience running and executing marketing activities for events from various sectors, including cultural settings such as museums or theatres.

Experience and knowledge

- Experience in devising and executing events marketing plans and activities across print, digital, social media platforms and ad scheduling
- Experience managing social media accounts and/or communication in a professional context
- Knowledge and experience of using social media management tools such as Sprout Social and analytics
- Experience in using website content management systems such as WordPress

Skills and abilities

- Confident and competent user of different social media platforms (Twitter, Facebook, Instagram)
- Ability to create engaging, persuasive, accurate, and relevant content for audiences adapting style to different social media platforms
- Have a creative and innovative mindset – willing to try new ways of doing things and monitor results
- Positive work ethic, with a proactive, can-do attitude
- Strong organisational skills
- Strong communication and interpersonal skills
- Have personal accounts on main social media channels (for permissions admin set up for accounts)

How to apply

If you would like to apply, please send a one-page cover letter outlining how your experience matches the above requirements and a CV to Dean Veall (dww20@bath.ac.uk) by Monday 18 July 2022, 5pm. Informal interviews will be held w/b Monday 18 July 2022.