

Social Media and Content Manager
Digital, Public Engagement Department
Salary up to £32,000 per annum plus attractive benefits

From its foundation in 1768 the Royal Academy of Arts has provided a voice for art and artists. We are an independent charity led by eminent artists and architects - the Royal Academicians - and we pursue our mission through exhibitions, education and debate.

That debate is really core to our purpose: the RA is not a museum – it's a collection of people, rather than a collection of objects. We want to make the Academy a leader in the world of online and digital debate as much as we are in our events and exhibitions programme.

You'll have a fantastic platform to build on: with over 250,000 followers across Twitter and Facebook; fast-growing platforms on Instagram and Pinterest; and one of the highest Klout scores for any art gallery worldwide, the RA is a major social media player. We're now ready to supercharge our engagement online. Working with some of the most exciting artists in the world, the finest exhibitions programme in London and dedicated and creative colleagues across the organisation, you'll transform the way we engage online.

As Social Media and Content Manager, you will be responsible for setting and developing the RA's strategy to further our mission, raise revenue and increase our reach, nationally and around the world. Your primary responsibility will be for our social channels, but we'll expect you to be comfortable planning, writing and commissioning longer-form digital content, too.

The Royal Academy is in a period of significant transformation. As we approach our 250th anniversary in 2018, major investments are being made in our physical and technical infrastructure, our public programme and our engagement with current and new audiences. This is an incredibly exciting time to be at the RA; a time to make your mark on a venerable (but still rather radical) institution. If you're up to the challenge, the reward will be great.

So, if you know your Doge (Bellini) from your Doge (Shiba Inu), your @bobandroberta from your @alan_measles, we want to hear from you.

All applicants must fill in an application form to apply for this role. Please see the 'How to apply' section of our website <http://www.royalacademy.org.uk/careers-at-the-ra>

Closing date for applications: 20 July 2014
Interviews to be held: 23 & 25 July 2014

JOB DESCRIPTION

Job title: Social Media and Content Manager
Department: Digital, Public Engagement
Reporting to: Head of Digital

MAIN OBJECTIVES

- Create and own RA social media strategy, making us an art world leader in established and emerging social networks
- Support the RA's content strategy across platforms – blog, social and in-gallery, working with colleagues to tell stories about this unique institution.
- Sourcing, commissioning and creating digital content (written, image-based and video) to ensure our channels are engaging, responsive and dynamic
- Managing and expanding the community of RA users across digital and social platforms
- Leading social take-up across the organisation, providing support, training and leadership in social media

MAIN DUTIES

Social media strategy

- Set and execute the RA's social media strategy, driving real engagement between the organisation, its staff and our audiences
- Maintain the overall social content calendar for the RA, coordinating a range of teams and staff across the organisation and ensuring an excellent mix of content.
- Day-to-day channel monitoring, listening and responding across the RA, on behalf of the organisation.
- Proactively monitor brand and relevant themes/news stories and provide suggestions for timely content, assets and conversations.
- Identify and set goals for growth, engagement and revenue in social and digital content.
- Working with Marketing Managers, develop and execute per-exhibition social strategy, ensuring content and debate around exhibitions results in increased loyalty and sales; driving the integration of online/offline content and experience (signage, blogging, photography etc)
- Build innovative partnerships to extend reach and depth of digital engagement
- Work with our CRM Manager to ensure social is a part of the consistent RA customer relationship experience.
- Work closely with exhibitions curators, Summer Exhibition team and rights and reproduction teams to set photography and mobile device strategy for in-gallery experiences

Content strategy and creation

- Create, commission and edit a wide range of compelling and innovative social media content (photography, video, words and sounds) to fit the RA's values of courage, imagination, generosity, rigour and achievement.
- Act as 'editor in chief' of all RA social channels, ensuring a lively mix of content from all parts of the organisation, and that team-managed accounts are appropriate to the brand and mission of the RA.
- Manage and make updates to the RA website as appropriate, in conjunction with other members of the digital team.
- Ensure content is knitted together in a cohesive and coherent strategy, supporting the creative and business objectives of the RA.
- Manage livestreaming, live tweeting and other major event strategies, with colleagues from across the organisation/

Project management

- Work with external agencies and suppliers and internal creative and development staff on specific social and digital projects, from developing new digital products, experiences and integrations to longer-term social initiatives related to HLF funding agreements etc
- Act as project leader/consultant on specific digital projects, from in-gallery interactives or apps to visitor experience programmes

Evaluation and continuous improvement

- Work in an open, flexible and user-centred way, with a ruthless focus on continuous improvement
- Develop and maintain effective evaluation methods, including regular reporting on key metrics. Work closely with CRM manager, audience insight manager and other colleagues to ensure
- Have an excellent understanding of SEO and ability to coach colleagues in effective content creation
- Set metrics and a strategy for social customer service, implementing tools for social listening and engagement in relevant teams
- Feeding in social results to RA-wide evaluation, both ongoing month-on-month and exhibition-related.

Training and evangelism

- Excite and motivate RA staff to be involved with social media across the organisation
- Provide training sessions and written guidance to staff at all levels and in all areas of the organisation to develop their social media and digital content practice
- Work with Royal Academicians and other key representatives to help develop their social media skills and awareness.
- Engage RA Schools students to harness and develop their digital and social skills

General

- Undertake any other duty which may reasonably be allocated by the Head of Digital or other senior manager.
- Ensure that Health & Safety policies, procedures and regulations are known, understood and complied with by you and any contractors, suppliers and all others who work with the team.

PERSON SPECIFICATION

Skills and experience

- Minimum 3 years' experience managing social media and/or digital content for major brands, agency or client side
- Strong project management skills, managing internal and external team members
- Expert knowledge of social media tools and technologies (listening/engagement/reporting)
- Experience managing and developing large brands' social campaigns, from planning to execution
- Proven experience creating exciting/groundbreaking web/social content, as well as commissioning other content creators, internally and externally
- Top-class editorial/writing skills; photography and video skills a distinct advantage
- Significant experience of creating and reporting metrics based on defined goals and analytics; able quickly to show the impact of different content and social activity
- Strong organisation and communication skills with proven ability to meet project deadlines; detail-orientated and
- Ability to work well in a collaborative, multi-disciplinary team
- Excellent verbal, presentation and written communication skills
- Able to manage projects to deliver on objectives within timeline and process
- Client-service-minded and excellent diplomatic skills
- Experience of delivering formal/informal training or creating training materials an advantage
- Independent worker, able to manage and prioritise many tasks simultaneously
- Demonstrates leadership abilities