

Heritage Open Days

Social Media Content Creator



SUMMARY

Heritage Open Days (HODs) is England's largest festival of history and culture. Every September volunteers across England organise thousands of events to celebrate our fantastic heritage, offering everyone the chance to see hidden places and try out new experiences for free.

This role is responsible for writing copy and producing visuals for our Facebook, Instagram and Twitter channels during our busiest festival months. A key member of the central Heritage Open Days team, you'll ensure maximum impact for our thousands of events in September. As we emerge from lockdown, your work will reflect the diversity of our events and mood of the nation, enabling us to reconnect with existing audiences and reach new ones.

TERMS OF EMPLOYMENT

Contract type	Freelance
Contract period	w/c 21 st June 2021 – End September 2021
Hours	28 days (1 day = 8 hours), with possibility to extend and flexible according to programme needs. Periods of high work intensity specifically throughout August and September
Location	Home based with the potential of some attendance to meetings in the central office in London if/when guidance permits, as well as visits to participating HODs locations
Contract value	£7,840 including expenses
Equipment & infrastructure	A personalised Heritage Open Days email address and access to the HODs database will be provided. The use of own phone and IT equipment is expected.
Expenses	Travel costs to locations other than the usual place of work will be reimbursed, if agreed in advance with HODs Marketing & Projects Manager
Reporting to	Heritage Open Days Marketing & Projects Manager

BACKGROUND

Heritage Open Days was set up in 1994 as England's contribution to the European Heritage Days. The founding principle was simple but compelling: to open the doors to historic buildings and monuments, especially those normally closed to the public. The hope was that this access would raise appreciation for the astoundingly rich cultural assets and history that lie on people's doorstep and help build awareness of the need to protect them.

A quarter of a century later, Heritage Open Days is now England's largest festival of history and culture. In this time, the festival has expanded to encompass a broader definition of heritage, which includes natural, industrial, and modern sites, as well as more intangible aspects of our history and culture. In 2019, over 5,700 events were produced by over 2,000 local organisers and supported by 50,000 volunteers for an estimated 2.5. million visitors.

In 2020, in response to the pandemic, the festival enabled digital events to participate for the first time. The festival was smaller in scale with just over 1,700 online, in-person and hybrid events taking place across the country.

The impact of social media on raising awareness and driving visits has increased dramatically in recent years. The challenge for 2021 is how we go about maintaining and maximising this impact on increasingly content hungry channels and with greater competition within the sector.

2021 is a key year for the festival, which if the current government roadmap goes to plan will be one of the first major cultural events to go ahead without significant restrictions. With a theme of 'Edible England' and pilot projects being launched, we're also developing new initiatives and collaborations that support and reflect a more diverse and contemporary understanding of heritage.

The National Trust, through a dedicated HODs team, co-ordinates the event, on a national level, with support from players of People's Postcode Lottery, providing participants with guidance and support and running a PR and marketing campaign.

For more information, visit www.heritageopendays.org.uk

ROLE OBJECTIVES

- ▶ To work with the HODs team to maximise the potential of social media in raising awareness and driving visits
- ▶ Working with the wider HODs team to ensure that social media is aligned with wider marketing and comms
- ▶ Providing a fresh perspective on the festival's social media channels and influencing the overall direction and approach to social

BRIEF IN DETAIL: MAIN TASKS AND RESPONSIBILITIES

- ▶ Researching, writing, and scheduling content in line with weekly posting targets
- ▶ Sourcing and producing visual materials (images, videos, gifs etc.) to complement social media posts
- ▶ Liaising with local partners as required to source images and ensure content is accurate
- ▶ Ensuring that festival funders and partners are given proper acknowledgement on socials
- ▶ Responding to questions and enquiries and/or bringing these to the attention of other team members as/when required
- ▶ Attend weekly team meetings to understand the evolving needs and challenges of the cycle and to ensure an integrated approach across all HODs communication platforms including social media, website and e-bulletins

REQUIREMENTS

Essential

- ▶ Experience of writing and producing social media content for Facebook, Twitter and Instagram within a professional context
- ▶ High-standard written communication skills and a creative flair for producing catchy copy and images

- ▶ Experience of working with a wide range of stakeholders and producing content for a wide range of audiences
- ▶ Ability to think creatively and be able to provide ideas and inspiration for innovative social media content
- ▶ Ability to work on own initiative, excellent time management skills and the ability to multi-task
- ▶ Ability to work flexibly in accordance with the requirements of the role

Desirable

- ▶ Understanding of and interest in the UK cultural sector
- ▶ Experience of using social media marketing and management dashboard (e.g. Hootsuite)
- ▶ Experience of using image and video editing software

HOW TO APPLY

To apply please submit a full CV and covering letter to info@heritageopendays.org.uk by 9am on 7th June 2021. Interviews will take place via Microsoft Teams on Thursday 10th June.

Please email any questions to info@heritageopendays.org.uk. Although the Heritage Open Days central office is based in London, we are happy to accept applications seeking to work remotely from within the UK.