



**REALLY  
LOCAL  
GROUP™**

**Job Title: Social Media & Content Creator**

**Job Location:** London (across multiple venues)

**Reports To:** Head of Marketing & Strategy

**Contract Type:** Full Time

**Salary bracket:** £26,000-£28,000

**About Really Local Group:**

Founded in 2017, Really Local Group restores local infrastructure by creating inclusive and affordable venues, uniquely designed to reflect the local needs and act as a community hub. The company was recently ranked as the 8th Fastest Growing Company in the Sunday Times 100 List.

We currently have five venues open: Reading Biscuit Factory, Ealing Project, Catford Mews, Peckham Levels and Sidcup Storyteller. We have an exciting pipeline of other new sites scheduled to open over the coming years.

Our venues offer cinemas, fully stocked café/bars, co-working spaces, live events, private hires and community based programmes. We entertain with film, comedy, live music, games, food and drink and provide a safe, welcoming, accessible and flexible place for the community to use for many other purposes.

**Job Description:**

As Social Media & Content Creator for our venues, you will be a key member of the Really Local Group team. A lover of all things social media, with a passion for community and culture and an expertise in content creation and building engaged followings across platforms.

By working closely with colleagues from every department across all our sites, you will develop an in-depth understanding of what makes our communities tick and leverage this knowledge to effectively create engaging digital content.

You will be responsible for interacting with our different audiences across our suite of channels and will have experience managing and organising a social media content calendar. You will be a proactive creative thinker, who can bring their own ideas to the table.

Reporting into the Head of Marketing & Strategy, you will be part of the team responsible for all external and internal communications with our range of audiences, from our customers, members and through to our industry partners. You will understand the different tone of voice needed for talking to different audiences and will proactively design and deliver impactful and captivating digital content relevant to each venue's target audience.

You will have a passion for film and entertainment, as well as key cultural happenings and will collaborate with the programmers and on-site venue teams on content creation that taps into the heart of local culture and communities.

## Key responsibilities and accountabilities:

- Create and manage social media content calendars for each venue
- Develop and deliver effective and engaging channel-specific social media assets, including stories and reels for each venue's channels: Instagram, Facebook, YouTube, and LinkedIn
- Launch each venue's TikTok channels and develop regular effective content
- Plan, shoot and edit video & photographic content to a high professional quality for use on social media and our website
- Community manage the social media channels across a wide range of audiences
- Monitor and review effectiveness of campaigns and make regular recommendations for improvement
- Build influencer and brand relationships, targeted research and suggesting briefs and content
- Monitor and share latest social media trends and platform updates
- Identify opportunities for improvement and growth in order to help improve reach and engagement across each venue's channels
- Able to create graphic assets using brand guidelines, and working with Graphic Designers for larger campaign moments

## About you:

- An amiable, welcoming personality, sense of humour and passion for film, culture and community
- Excellent oral and written communication in English writing for different audiences on different platforms
- Experience in running social media on behalf of a company or organisation
- Digital editing software skills in images and video - namely Canva, Adobe Photoshop, or equivalent
- A strong understanding of what makes social media content successful, staying up to date with trends and tools
- Excellent attention to detail
- Willing to regularly travel between sites (Catford, Ealing, Reading, Sidcup and Peckham) and build strong relationships with venue teams
- Ability to analyse and review digital content effectiveness

## The Package:

£26,000 to £28,000 base salary dependent on experience, with 20 days holiday per year (excluding bank holidays).

The role will be based in and around Greater London, split across the venues (3 days cinema venues, 2 days Peckham Levels), with the opportunity to work from home from time to time.

Discounts on our food and drink in-venue and tickets to as many of our films and events as you can manage!

## Application:

Please send your CV and supporting cover letter explaining why you want to join the team to [careers@reallylocalgroup.co.uk](mailto:careers@reallylocalgroup.co.uk) with the subject line: Really Local Group – Social Media & Digital Content Creator **by 13th October 2023**.

## Equal Opportunities Employer

Really Local Group strongly supports equal employment opportunity for all applications regardless of race, colour, religion, sex, gender identify, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information or identify or expression, or any other characteristic protected by law.