



Beat Carnival Centre
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Beat Carnival

Freelance Communications & Marketing Officer

Job Pack

ABOUT THE JOB

Job Title	Freelance Communications & Marketing Officer
Location	Hybrid working - Beat Carnival Centre, 11-47 Boyd Street, Belfast BT13 2GU
Reporting to	Projects Manager
Fee	£120 per day
Status of Post	This is a freelance, temporary position for a duration of three months, with the possibility of extension based on performance and business needs
Hours	Flexible, initially 2 days per month (15 hours)
About the company	An independent arts company based in Belfast NI, encouraging creativity, collaboration, and celebration in our local communities

RESPONSIBILITIES

The overall purpose of this role is to promote the work of Beat Carnival and follow the Marketing, Engagement & Audience Development Plan.

We have a wealth of captivating historical and contemporary stories to share, adorned with colourful and vibrant costumes, props, and larger-than-life characters. We need your expertise to bring these stories to life.

We are looking for someone with a creative flair; a track record of social media management; good administrative skills; firm knowledge of social media platforms, Canva, Google docs and WordPress; and the ability to work as a member of a team.

The Communications and Marketing Officer will be responsible for the following:

- Social media and website management: -
 - Creating, scheduling and posting content for Facebook, Twitter/X, Instagram and LinkedIn
 - Develop updated call to actions through the website
 - Reporting on digital engagement
- Event and programme promotion: -
 - Promoting Beat Carnival events and programmes online
 - Working with the Beat team to create digital and print marketing materials to promote events & programmes
 - Contribute towards press and media relations activities
- Any other related duties as required

HOW TO APPLY

Interested candidates are invited to submit their **CV** along with a **cover letter**. The cover letter should clearly outline how your skills, experience, and qualifications meet the requirements detailed in the job description. Please send your application to **info@beatcarnival.com** by **12pm, Wednesday 3rd July 2024**.