



<b>ROLE</b>	Social media producer
<b>DEPARTMENT</b>	Communications
<b>REPORTS TO</b>	Head of communications
<b>EMPLOYMENT RATE, PLACE</b>	Part time (Approximately 120 hours/month expected), remote
<b>SALARY</b>	Freelance rate
<b>STARTING DATE</b>	Q1 2022

#### **OBJECTIVE**

To take responsibility for the social media output of World Archery, building engagement with the community, producing simple custom content from in-house and sources assets, and growing the monetisation capacity.

#### **REQUIREMENTS**

- Languages: English fluency and additional languages a benefit
- Tools: Proficiency in standard social media platforms, analytics platforms (Sprout Social); working knowledge of Final Cut or Abode Premier, Photoshop
- Qualifications: High-school qualifications or equivalent
- Experience working as a social media producer or community manager

#### **MAIN AREAS OF RESPONSIBILITY**

- Manage output of social media content on World Archery owned platforms
- Apply style and tonal guide to all messaging
- Upload, curate and schedule content on social media platforms
- Live video clipping from major events (weekend and evening work required)
- Simple video or graphic edits to produce content from templates
- Apply consistent conventions to asset naming
- Evaluate, react and report on social media performance
- Meet internal and external deadlines for delivery of work
- Contribute to other content, including but not limited to long and short-form video, print publications and website articles)
- Support the communications department as required

**DEADLINE FOR APPLICATIONS** 31 January 2022

**INTERVIEWS** February 2022

**APPLICATION CONTENT**

- Curriculum Vitae
- Motivation letter included expected freelance rate

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