



Job Description

Job Title: Social Media & Content Coordinator

Department: Marketing

Grade: C

Location: Barbican Centre

Responsible to: Senior Digital Marketing Manager (Content)

Responsible for: Social Media Assistants x2 (task management, not line management)

Purpose of post

Our Social Media & Content Coordinator works with the Marketing team and teams across the Centre to guide and support the creation of engaging content and quality design in telling powerful brand stories through our digital channels.

They oversee creation our core, regular brand-level content and take responsibility for ensuring our online channels – particularly our website and social platforms are always accessible, relevant and engaging.

Main Duties & Responsibilities

Social

Content planning and scheduling:

- Oversee the day to day running of all our social media platforms (Instagram, TikTok, Facebook YouTube etc.)
- Ensure content is scheduled in line with the Barbican Arts programme offering, as well as our Destination-based offering and Corporate content needs.
- Ensuring output is scheduled at least 1-week in advance and planned output at least 1-month, using scheduling software, Sprout Social.
- Upkeep of content requests and relevant communication, using software Trello. Working with our Studio Manager to ensure smooth workflow process.
- Providing content for internal and external communications (newsletters, emails etc.)

Community management:

- Oversee all community management, ensuring that all communications are responded to in a timely manner and adhere to our brand voice, and escalating any communications that internal stakeholders need to be aware of.
- Work with Box Office to efficiently answer our audience's visit-related questions in a timely fashion.



Content production:

- Oversee the production of all content output: ideation, talent sourcing, coordinating shoots, and ensuring the quality of all edits produced by the Social Media Assistants and pool of freelancers are of standard and adhere to the strategic aims of the wider digital marketing strategy.
- Serve as the final approval for all copy and assets on social media posts, with an immaculate eye for detail and brand identity.
- Oversee the use of freelancers to outsource or collaborate with and the admin relating to this (briefs, contracts, access, payment etc.)
- Management of equipment requirements and upkeep.

Data and reporting:

- Oversee analytics reports of social network performance and present findings and developments to wider teams when appropriate.
- Monitor reporting and benchmarking dashboards to maintain awareness of sector activity.
- Work with the Senior Digital Marketing Manager to ensure data is utilised and reflected in ongoing strategy work.

Research:

- Staying up to date with industry insight: tools, algorithm changes, trends, competitor content, influencers/brand updates.
- Organise monthly team share of research and subsequent content planning & present/provide findings to the Senior Digital Marketing Manager and wider team members when appropriate.

Website

- Oversee the maintenance of our 'Read, Watch, Listen' page as the main home for content on our website, ensuring brand voice and guidelines.
- Act as brand voice champion ensuring all copy and editorial across the website meet our standards.
- Oversee analytics reports of RWL webpage performance and present findings to the Senior Digital Marketing Manager on a monthly basis.

Other

- Manage all digital subscriptions, leading on bi-annual procurement processes for each and ensuring industry insight aids our use.
- Work with the Senior Studio Manager to fine tune Content Team processes and workflow management.
- Manage the digital content budget.
- To undertake any other duties that may reasonably be requested appropriate to the grade
- To represent the Social and Content Team in internal and (occasionally) external meetings, taking notes and feeding information back to the Senior Digital Marketing Manager, and others as appropriate.



- Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
- Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.



Person Specification

Job Title: Social Media & Content Coordinator

Department: Marketing

Grade: C

DBS Criterion: No DBS

Security Vetting Criterion: No security vetting is required

Politically Restricted Post Criterion: This post is *not* politically restricted

Experience and skills Required

- Wide-ranging working knowledge of the major social media platforms
- Experience of using a web CMS system
- Confidence using image editing software (e Photoshop)
- Excellent copywriting and editing skills
- Good visual sense
- Ability to pay close attention to detail when required
- Good understanding of brand and what makes a strong visual identity
- Creative flair and passion for coming up with and delivering content ideas
- Excellent oral communication skills including the ability to network effectively
- Great negotiation and listening skills with the ability to interpret stakeholder requirements
- Some experience in video production and editing (eg Premiere Pro)
- Fluency in web analytics tools (eg Google Analytics) and social media marketing applications (eg Sprout Social) and social media listening platforms (eg Pulsar)
- Super-organised with the ability to set and work to deadlines
- Enthusiastic, empathetic and unflappable
- Enjoys being part of a team
- Experience of briefing creatives and/or in house design teams

Recruitment – Note to Applicants

The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s) and experience. It is essential you address these on your application form in the section for supporting information, this will be the minimum criteria for shortlisting.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.



Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

Contract

The position is offered on a fixed term contract until 31 March 2026.

Salary

The salary range for this job is £36,900 - £40,850 per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

Pension

The pension scheme provided by the City of London is the Local Government Pension Scheme (LGPS). The LGPS is a public sector, statutory, funded, defined benefit pension scheme. Benefits are accrued based upon scheme member's salary and the length of time for which they are a member of the scheme.

You will automatically be admitted to the City of London Corporation's Pension Scheme. Member contributions are based upon the rate of pensionable pay received by the scheme member. Members contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary. Please see here for the [contribution bands](#). There is also an option to join the 50/50 section of the scheme where members pay half the contribution rate and accrue benefits at half the accrual rate.

The current employer contribution rate for the City of London is 21%.

Further details can be found on the national [LGPS website](#) and/or the [City's pension website](#).

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.

Hours of Work

Normal hours of work are 35 hours per week excluding lunch breaks, Monday to Friday, inclusive but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

Frequency and Method of Payment

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.



Annual Leave

There is an entitlement of 24 days annual holiday plus Bank Holidays. There are subsequent increases to entitlement to annual holiday according to length of service.

Continuous Service

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

Probationary Period

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

One month by either party after satisfactory completion of probationary period.

Learning and Employee Development

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

City Benefits

As an employee of the City Corporation, you have access to exclusive discounts and privileges through a combination of internal offers from our departments and an external service we have subscribed to from Reward Gateway.

Employee Volunteering Programme

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond. Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation

Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

Our Values and Behaviours

Colleagues



Daring

- We embrace creativity and innovation in everyday tasks.
- We are open to new ideas and take thoroughly evaluated, calculated risks to drive progress.
- We show openness in addressing challenges and offering solutions.



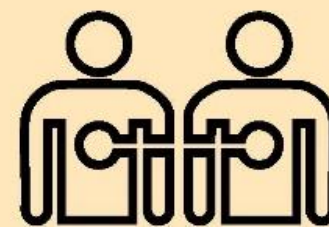
Inclusive

- We actively listen and engage in inclusive dialogues.
- We recognise and value the diverse perspectives of colleagues and audiences.
- We support a culture of belonging by ensuring all voices are heard and respected and needs are met.



Sustainable

- We understand how our work contributes to strategic shared goals and impacts others.
- We advocate for sustainable and financially viable solutions in daily operations and decision-making.
- We take personal responsibility to promote long-term organisational and environmental health.



Connected

- We foster collaboration by sharing knowledge and experiences openly.
- We build meaningful relationships across teams, and with our artists, partners, and audiences.
- We actively participate in opportunities to connect across boundaries.



Joyful

- We celebrate team and individual achievements with enthusiasm.
- We bring positivity and gratitude to interactions with colleagues and audiences.
- We find moments to create and share joy, enhancing the workplace atmosphere and the audience experience.

The Barbican Way