JOB DESCRIPTION

Job Title: StoryFutures / Academy Social Media & Events Co-ordinator

Department / Unit: StoryFutures / Academy (Media Arts)

Job type: Professional Services

Grade: RHUL 6

Accountable to: StoryFutures/Academy Digital Communications Officer / Programme Manager

Purpose of the Post

The StoryFutures/Academy Social Media & Events Co-ordinator is responsible for ensuring an integrated approach to the operational logistics of events and their social media coverage. They will have a key role in facilitating the smooth and efficient running of a series of events.

StoryFutures/Academy Social Media & Events Co-ordinator will work alongside the StoryFutures Project Management Team and Academy’s Directorate to meet event organisational needs.

They will work on ensuring creative and effective social media coverage of such events under the direction of StoryFutures Academy Digital Communications Officer and Project Manager. Under their direction they will have responsibility for updating social media channels and web platforms, developing innovative uses of immersive in their role.

The StoryFutures/Academy Social Media & Events Co-ordinator is required to consult and liaise with both Royal Holloway and NFTS communications teams to ensure StoryFutures Activities are congruent with each institutions’ brand and communications policies.

Key Tasks

1. Co-ordination of StoryFutures Academy Events as directed - including, but not limited to: sending invitations and maintaining a response log, arranging travel, hotels & catering.

2. Creating engaging, multimedia content for events and campaigns that enhances and optimises their effect; including video, photography, infographics, case studies and user-generated content.

3. Liaising with relevant stakeholders at Royal Holloway, NFTS and StoryFutures/Academy partners to provide organisational support in the set up,
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<td><strong>running and de-briefing of all StoryFutures / Academy events, including issuing basic procurement, participant agreement and surveys.</strong></td>
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<td><strong>4.</strong> Writing, creating and developing web, social media and email content.</td>
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<td><strong>5.</strong> Work to agreed budgets and maintain records of expenditure in line with requirements at StoryFutures/Academy partners.</td>
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<td><strong>6.</strong> Under direction of StoryFutures Academy Digital Communications Officer, innovate in the creative use of social media and its intersection with immersive technologies to produce content that is aligned to the StoryFutures/ Academy narrative, engaging audiences in a digital dialogue that grows social media following and disseminates best practice and learning.</td>
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<td><strong>7.</strong> Maintaining accurate planning documents, records and archive of all events &amp; comms activities, including entry and exit surveys of event participants.</td>
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<td><strong>8.</strong> Use website analytics tools to provide information to relevant stakeholders on social and digital media performance - providing reporting, presentations and actionable insight, as required.</td>
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<td><strong>9.</strong> Provide social media and events information in line with funder reporting requirements, with particular emphasis on the OASIS communications plan.</td>
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<td><strong>10.</strong> Generate ideas for, and contribute to the development of, new features and functionality, where necessary.</td>
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<td><strong>11.</strong> Develop, grow and maintain effective working relationships and networks with key individuals internally and externally.</td>
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<td><strong>12.</strong> Act as a key point of communications liaison between NFTS and Royal Holloway to ensure the smooth delivery of events and comms for StoryFutures and StoryFutures Academy</td>
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**Other Duties**

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate.

The post holder may be required to work at any of the locations at which the business of StoryFutures Academy is conducted.
Internal and external relationships

The following list is not exhaustive but the post holder will be required to liaise with:

- Internal Communications team
- NFTS PR team
- NFTS Events team
- StoryFutures Comms Team
- IT team
- Academic staff
- Other Professional Services staff
- External digital services providers

Special Conditions

This role is split between StoryFutures Gateway Cluster project and its linked StoryFutures Academy: National Centre for Immersive Storytelling project. The role is therefore based between Royal Holloway, University of London’s campus at Egham and the National Film & Television School’s campus at Beaconsfield. Day to day travel between sites is therefore necessary, with the post-holder’s time to be split between the two campuses approximately 60% Egham, 40% Beaconsfield.

The role will involve covering events for social media and online for both projects, including some requirement to work weekends and evenings.