

# Job Description

<b>WHO ARE WE?</b>	We are Optomen Television, creators of popular and award-winning television shows like Getting Filthy Rich, Sort Your Life Out, and At Home With The Furys. We're a small team driven by a love of bringing intelligent, emotional and eye-opening stories to the world.
<b>JOB TITLE:</b>	<b>SOCIAL MEDIA CONTENT CO-ORDINATOR</b>
<b>DEPARTMENT:</b>	Head Office, Central Team
<b>STATUS:</b>	6 month Fixed Term Contract
<b>SALARY:</b>	Circa £25-30k pa depending on experience.
<b>HOLIDAYS:</b>	28 days holiday pa including public holidays.
<b>LOCATION:</b>	London Office Monday to Thursday and optional WFH Friday
<b>REPORTS TO:</b>	Joint CEO
<b>START DATE:</b>	As soon as possible but willing to negotiate for the right candidate.
<b>JOB PURPOSE:</b>	To implement and maintain a social media strategy for Optomen and assist with programme publicity and awards applications.
<b>KEY RELATIONSHIPS:</b>	<p><b>INTERNAL:</b></p> <ul style="list-style-type: none"> <li>• Joint CEOs</li> <li>• Director of Production and Operations</li> <li>• Company Production Manager</li> <li>• Production teams</li> <li>• Broadcasters and Streaming Social Media Teams</li> </ul> <p><b>EXTERNAL:</b></p> <ul style="list-style-type: none"> <li>• Broadcasters Press and Publicity teams</li> <li>• On screen talent agents</li> </ul>
<b>ACCOUNTABILITIES/RESPONSIBILITIES:</b>	<ul style="list-style-type: none"> <li>• Assessment of Optomen social media accounts including show specific ones.</li> <li>• Identify and drive strategy for how to increase our audience, improve and maintain existing accounts and which new ones to adopt.</li> <li>• An understanding of social media scheduling tools to manage multiple accounts and feeds daily</li> <li>• Live Tweeting (X) and real-time interaction – to facilitate live-tweeting during show broadcasts to create real-time engagement with the audience</li> <li>• Monitor social media trends and capitalise on relevant topics to keep our shows in the conversation</li> </ul>

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	<ul style="list-style-type: none"> <li>• Create engaging content to grow our channels: be it videos, imagery, the written word</li> <li>• Copywriting and writing well-thought out captions to be approved by CEO.</li> <li>• Use of social media tools to manage multiple accounts including Instagram, Facebook, X and LinkedIn.</li> <li>• Create short programme clips for use on social media</li> <li>• Report key metrics to CEOs and Director of Production.</li> <li>• Plan for posting about each show in a consistent way to support follower engagement and interaction.</li> <li>• Schedule posts and observe followers reactions.</li> <li>• Liaise with talent agents to make sure they have assets to post.</li> <li>• Attend shoots to film stories (on a phone) and take photos for future posts.</li> <li>• Update website on a regular basis and make sure it is always correct.</li> <li>• Assist with press and publicity for the programmes by collating images and other press content.</li> </ul>
<b>ADDITIONAL RESPONSIBILITIES:</b>	<ul style="list-style-type: none"> <li>• Enter shows for awards, collating information from relevant parties and submitting on time.</li> <li>• Organise screenings, Summer and Christmas party as directed</li> </ul>
<b>PERSON SPECIFICATION:</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent in marketing, publicity, social media management or business management.</li> <li>• Proficient social media user including Instagram, TikTok, Facebook and X.</li> <li>• Computer literate in Word, Excel, Outlook, Google docs</li> <li>• Enthusiastic and eager to promote the company.</li> <li>• Strong creative and grammatically correct writing skills.</li> <li>• An eye for design.</li> <li>• Ability to work well with others.</li> <li>• Ability to use your initiative and work independently.</li> <li>• Completes tasks quickly and efficiently.</li> <li>• Interest in television.</li> <li>• Comfortable liaising with senior production team members.</li> <li>• Motivated and a self-starter – can see when something needs doing.</li> <li>• Experience of website management and content update</li> <li>• Managing social media accounts for yourself and others.</li> <li>• Experience of using Canva</li> <li>• Experience of using Adobe Premiere Pro app editing software useful</li> <li>• Provide regular reports on social media performance, audience demographics and insights to inform future strategies.</li> </ul>



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	<ul style="list-style-type: none"><li>• Demonstrate an understanding of analytics tools for major social media platforms, including Google Analytics, Facebook Insights, Instagram Insights, TikTok Analytics &amp; X Analytics.</li></ul>
<b>APPLICATION:</b>	<p>Please send a CV and Covering Letter to: <a href="mailto:CV@optomen.com">CV@optomen.com</a></p> <p>We are keen to reflect the diversity of UK society. We welcome applications from all sections of the community.</p>
<b>CLOSING DATE FOR APPLICATIONS</b>	<b>29<sup>th</sup> February 2024</b>