

## Digital Media Officer

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**Job Title:** Digital Media Officer

**Employer:** Belfast Exposed

**Place of Work:** 23 Donegal Street, Belfast, BT1 2FF

**Reports To:** Chief Executive Officer

**Duration:** This is a permanent part-time position. A 6-month probationary period will apply. 3 days per week days to be agreed. (Monday to Saturday), subject to work needs TBC. Flexible working, including evenings may be required occasionally.

**Hours of Work:** Part-time, 21 hours per week

**Salary:** £24,000 - £27,000 pro rata (based on experience)

**Leave:** 30 days annual leave pro rata. TOIL is applied where relevant.

**Contract:** This is a permanent part-time position. A 6-month probationary period will apply.

**Deadline of application:** 17<sup>th</sup> April 2023 12:00pm (Noon).

An exciting opportunity has arisen to join Belfast Exposed and make a vital contribution to this dynamic and unique organisation. The successful candidate will be able to thrive in this demanding environment and help the team maintain the excellent reputation we have established at local, national and international level.

The successful candidate will work as part of a core staff team including a Marketing and Communications Officer, specialised staff and will report directly to the CEO. Primarily office-based, the post includes specific responsibilities for digital components of promotion, sponsorship and communications and oversight of branding for Belfast Exposed. You will be a key part of the core team in delivering the company's public profile and supporting its goals of awareness-raising and widening access.

We are looking for a candidate with excellent organisational and leadership skills to join to a thriving and exciting creative business with an international reputation for excellence. Your contribution will have a direct effect on the achievement of our organisation's vision and strategy.

All our posts are subject to the availability of funding.

## Job Description

Duties of the post will include but are not limited to the following areas of work:

- Engaging with colleagues to understand areas of importance for Belfast Exposed and ensuring social media outputs reflect the current situation and demand for activities.
- Developing digital content to push key departmental messaging, including producing videos and graphics;
- Developing media plans for events, announcements and campaigns to ensure that key messages are amplified across a wide range of outlets
- Supporting Belfast Exposed campaigns by developing integrated comms plans, liaising with external stakeholders such as artists, galleries and businesses, and co-ordinating with colleagues the organisation
- Providing support to the Marketing and communications Officer and senior colleagues leading up to and throughout the delivery of visits and helping deliver positive outcomes;
- Develop and implement evaluation systems including creating appropriate reports (on feedback, press activity, etc), documenting company activity and maintaining archive for reporting.
- Oversee all video/photography, distribution & comms materials for Belfast Exposed
- Ensure high standard across all company publicity and documentation
- Adhere to company systems, templates and procedures
- Provide marketing and comms information for relevant sections of funding applications and company/funding reports.
- Carry out any other duties as may reasonably be required in the operation of the post

### ESSENTIAL CRITERIA:

- Excellent written and oral communications skills, ability to communicate effectively at all grades
- Experience using professional videography equipment and confident in Adobe Premier Pro.
- Experience using Adobe suite to create engaging digital content including videos and infographics that adhere to Belfast Exposed branding guidelines;
- An excellent news sense with the ability to anticipate and spot breaking news stories, as well as identifying opportunities to influence reporting
- Strong planning and organisational skills
- Capability to meet tight deadlines
- A clean driving licence

### DESIRABLE CRITERIA:

- Experience of delivering written and oral briefings and reports
- Some experience of working in a multi-functional press team;
- Experience of analysing social media metrics and insights to report on campaigns;
- Experience of working on campaigns.

## HOW TO APPLY

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Belfast Exposed Photography, 23 Donegall Street, Belfast BT1 2FF  
T: +44 028 9023 0965 E: [info@belfastexposed.org](mailto:info@belfastexposed.org) [belfastexposed.org](http://belfastexposed.org)

Those wishing to apply for this role should send their CV, Expression of Interest addressing the job description and each of the criteria, download and complete the Monitoring Form and send to ([info@belfastexposed.org](mailto:info@belfastexposed.org)) no later than 12:00pm Monday 17th April 2023.

- Application Deadline: 17th April 2023 12:00pm (Noon).
- Shortlisted candidates will be notified by Wednesday 19th April 2023.
- Interviews will be held at Belfast Exposed on Monday 24th April 2023.

Start Date: Immediate start (depending on employer's notice requirements).

## **BELFAST EXPOSED**

Enriching people's lives through photography

For over 40 years Belfast Exposed has led the way, challenging, shaping and bringing meaning to our culture and society. Through the power of photography, we have created a unique photo collection, capturing who we were, who we are and in turn what we can become. It serves us to ensure an inspiring, enduring legacy for today and beyond.

Starting out in dark troubled times, we have now grown into a force for creativity. Our innovation has led to numerous achievements and awards, fuelling confidence and reinforcing the solid belief in what we do and what we can achieve.

Art is at the heart of everything we do, shaping our dreams and aspirations. Communicating universally from grassroots to boardrooms.

We are relentless in our ambitions to challenge the status quo. Disruptively pushing back frontiers. Growing and supporting new talent through facilitating learning, showcasing exhibitions, whilst helping to champion our community. Through identifying meaningful and lasting partnership opportunities we create genuine, enduring value for artist progression, mental health, businesses and legacy of our people.

Our plans bold, our strategies focused and our vision remains true.