



VACANCY

Social Media Specialist

Remuneration will be aligned to the company remuneration policy

We are looking to appoint a Social Media Specialist to be assigned to various productions over a period of 12 months.

Reporting to: Project Marketing Co-ordinator

Purpose: To co-ordinate, populate and project manage social media content for all productions and events taking place at Artscape. This will include, but not limited to, capturing footage of production rehearsals, workshops, launch events, opening nights, participant vox pops, etc.

Main Duties:

- Works with the marketing team to develop a social media plan and implements the plan
- Manages the social media channels and social media platforms
- Assist with social media management with large projects, events and community engagement
- Assist with creation of new content for audience interaction
- Compile content for the copy on social media platforms
- Re-design graphics and images for social media platforms
- Edit text to synopsis requirement
- Retrieve respective reports to assist with performance measurements across various social media channels

Educational & Experience Requirements

- Matric Certificate
- Relevant tertiary qualification in Marketing / Advertising / Graphic Design / Design
- Relevant experience in managing social media channels
- Knowledge of Adobe (or similar) creative suite is an advantage
- Knowledge of imagery and video content manipulation like GIFs, editing and sound insertion would be advantageous
- A minimum of 5 years relevant experience

Further Requirements

- Excellent interpersonal skills
- Excellent planning and organizing skills
- Goal orientation
- Creative and analytical ability
- Young and energetic
- Be connected with social media influencers
- Knowledge of the Performing Arts, Theatre and related fields will be advantageous

Closing date: 15 March 2024

Interested applicants may forward their Curriculum Vitae and a covering letter to Zandile Mbizela in the Human Resources Department by E-mail: hradmin@artscape.co.za or Post: Artscape, PO Box 4107, Cape Town, 8000.