Role Title: Art Blogger & Social Media Manager
Team: ARTery
Department: CURATION, ARTS & CULTURE

Role Summary/Purpose:

To take the ARTery to the next level in terms of how we promote and share the amazing art and artists of Burning Seed. The Art Blogger and Social Media manager will create new and engaging blog posts and manage the social media and web presence of the ARTery department, developing a year-round social media presence including creating a comms schedule to highlight key dates and grow our reach. This team member will work closely with the ARTery Team Lead and Artist Liaison to learn about then promote artists that receive grants from the ARTery. This role requires working with the Burning Seed Comms department to cross promote on official Burning Seed channels and align with stylistic and content guidelines.

Major team projects for 2018:
This is the first year that we'll have someone focusing specifically on social media and comms for the ARTery. Major goals include
  ● Growing the reach of the ARTEry social media page (currently under 500 people)
  ● Developing a strategy and year-round timeline for promoting events and artists
  ● Working with the comms team to source photographers to take images during the event and following up post event to collate, tag and archive

Working Relationships:

ARTery Team Lead & Artist Liaison: The Lead and Artist Liaison will provide information on the timelines and assist with developing the year-long comms plan. They will also provide information on the artists who have been selected to receive grants and make suggestions on artists to feature in the blog posts.

Comms Team: As the managers of the BurningSeed.com website and the official facebook page the Comms team will help cross-promote items from the ARTery page, co-host events and give stylistic guidance on blog and facebook posts. They will also oversee the year round overall comms schedule and the ARTery promotion will need to work with the overall comms plan.

Design Team: Depending on how much design skills the S.M.T.L has they will need to work with the Design Team (a branch of Comms) to have banners and images made for the various events and posts. It will be important to have a well-developed timeline and concepts in place so that the design team has enough lead time to assist.

Time/Dates Required:

Year Round:
Initial workload: 2-5 hours
  ● 1-2 hours for an introductory session and meet up
  ● then a few hours to review our timelines and develop a comms plan

Jan-April: 6-8 hours total
- Create events for the grant applications (Large, Small, Temple)
- Create events for Art Info Nights
- Promote these events!

May-Sept: 2-3 hours a week (depending on engagement)
- Interview artists selected as grant recipients and create blog posts
- Showcase upcoming art (being sensitive to how much should be revealed or kept back as a surprise) on facebook
- Create events as required for events happening at Burning Seed
- Work with the Comms team to get photographers to shoot the art at Seed
- Develop a package for ARTery photographers to assist with what images they should shoot

During the Event: 2-3 hours
Currently the only anticipated responsibility will be to meet with the photographers to brief them and give them their ARTery media package, potentially attending the Comms led Media briefing too.

Post Event Oct-Nov: *10-20 hours*
- Follow up with photographers to obtain images of the art at Burning Seed
- Write a post-event blog post
- Create a few different social media posts about the event
- Fill out the crew survey
- Assist with the Afterburn report providing feedback about how the year went

Duties/Responsibilities:
- Writing blog posts that will appear on the Burning Seed Webpage featuring the artists, art and events hosted by the ARTery
- Management of the ARTery facebook page to;
  - promote our programs including grants, art applications, art tours
  - create and manage events
  - highlight upcoming art and artists including external events they are showcasing work at
- Work with the Comms team to source and manage photographers to take images of the art during the event. Post event manage the images that are submitted including tagging, archiving and posting to facebook and blog posts

Necessary Qualities, Knowledge and Experience:
- An interest in the art displayed at Burning Seed that focuses on participatory large-scale installations and the creatives making it happen
- Some experience managing a public social media account
- An ability to write engaging blog posts
- An eye for detail and willingness to follow style guidelines and process to maintain a coherent voice
- Experience creating posts and managing pages in WordPress or an ability to learn a new WYSIWYG application quickly
- An independent worker who enjoys working remotely with a team to make awesome happen (yay for supporting artists making cool things!)
- Thoroughness, competence, honesty and an ability to meet deadlines (or say when you can't) are all assets for this role
- A commitment to excellent service even though it's a volunteer job

Desirable Qualities, Knowledge and Experience:
- Design experience: able to create images for facebook posts including banners and promotional images
- Previous attendance at Burning Seed at least one year

How to Join: Email jointhecrew@burningseed.com. Please share a little of your previous experience working on a social media campaign and why you are interested in this position.

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