

RECRUITMENT PACK

Social Media Officer - Full Time
August 2025



HOME

WELCOME

Thank you for your interest in the role of Social Media Officer at HOME.

HOME is Manchester's beating heart for theatre, film and art. It's an everyday escape, a space which invites everyone in for conversation, creativity, culture and connection. At HOME, you can discover new dimensions, old favourites and everlasting stories.

HOME is Manchester's premier arts centre and a registered charity, welcoming over 7 million visitors since opening. HOME features two theatres, five cinemas, an art gallery, and a popular restaurant. HOME collaborates with artists from both the UK and around the world to produce and present exceptional visual art, cinema, and theatre experiences. Placing a strong focus on UK theatre, international works, new commissions, and artist development, HOME is deeply rooted in the community, pushing creative boundaries, embracing experimentation, and sharing bold, exciting art with as wide an audience as possible. Our patrons include director Danny Boyle, actress Suranne Jones, playwright and poet Jackie Kay CBE, and artist Rosa Barba.

Our programme is presented across:

- Five state-of-the-art cinemas, presenting one of the UK's most celebrated programmes of independent film
- Two theatres - c.500 seat proscenium arch, T1; and c.130 seat flexible studio theatre, T2 - presenting HOME produced productions
- 500m² contemporary visual art space
- Digital platforms
- Talent development and engagement spaces
 - In youth and education settings and within communities across Manchester

HOME also relies on trading and secondary income to support the charity, including two bars, a restaurant, event spaces and retail space.

If you require a large print version of this recruitment pack, or any reasonable adjustments to apply for this position, please contact recruitment@homemcr.org.

OUR VISION & MISSION

WHAT WE'RE HERE FOR

We're an open and social space for the curious from all of our communities, future artists and producers of work that is provocative, playful and contemporary, of Manchester and the world.

WHERE WE WANT TO BE

We want to be central to making Manchester a major city celebrated for its distinctive art – art that enriches the lives and life chances of its people – and a magnet for artists and creatives from all over the UK.

WHAT MAKES US TICK

● We are conscientious

● We are considerate

● We are collaborative

● We are creative

● We are curious

STRATEGIC OBJECTIVES

We're here to share exciting, entertaining and thought-provoking stories with the people of our city and beyond

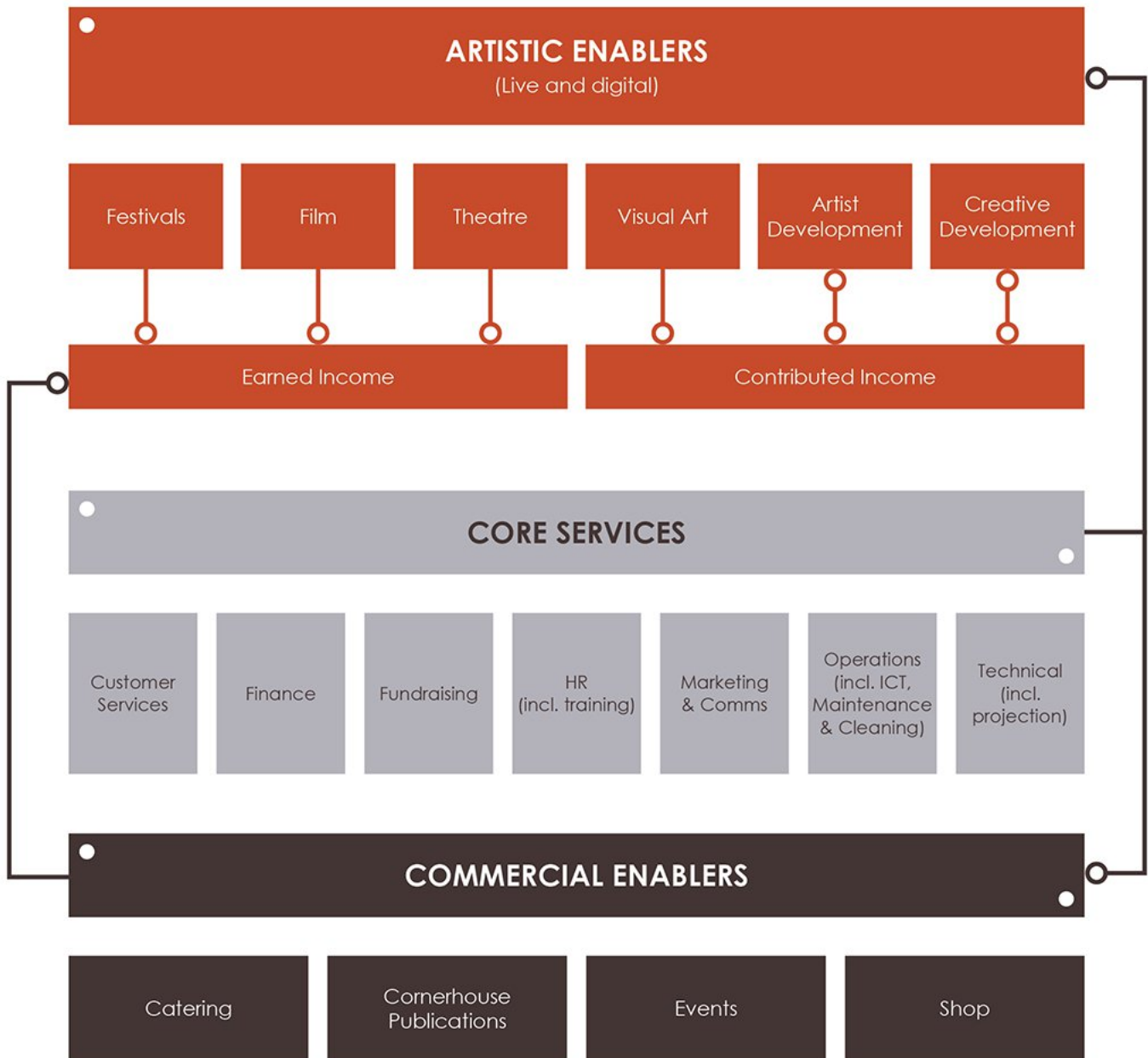
We're here to nurture creativity

We're here to develop and make our team feel valued

We're here to tackle inequality

We're here to protect the planet

HOW WE WORK





Equality at HOME

HOME is an inclusive employer, and we are committed to championing anti-racism, equality and diversity through the way we work, and the work we make and present.

We want our workforce to reflect the diverse communities of Greater Manchester and we welcome candidates from all backgrounds. We actively encourage and support applications from groups who are currently underrepresented across the arts sector, including members of the Global Majority, d/Deaf and disabled applicants and individuals from lower socio-economic backgrounds.

HOME is a Disability Confident Employer, and a Supporter of the Greater Manchester Good Employment Charter.



THE ROLE

Job Context

This is a permanent role within the Marketing and Communications Team which is led by the Director of Audiences, who also directs the Customer Service team. These teams work together to put audiences at the heart of everything HOME does. They are responsible for achieving ambitious targets for audience growth, income and ensuring our audiences are diverse and reflective of the city.

Job Summary

The Social Media Officer leads on the planning, creation, and delivery of digital content across HOME's social media channels. With a focus on audience insight, brand storytelling, and campaign impact, the role ensures that HOME's voice online is vibrant, consistent, and aligned with our values and story. Working closely with colleagues across the organisation, the Social Media Officer develops strategies to grow our digital presence, engage new and existing audiences, and support key initiatives through innovative content and data-led decision-making.

KEY INFORMATION

Salary	£26,208 per annum
Contract	Permanent
Hours of work	40 hours, including 1 hour paid lunch breaks Exact hours of work as required by the job, working evenings and weekends as appropriate. Overtime payments will not be made, however time off in lieu will be available to cover additional hours worked with your Line Manager's agreement.
Place of work	HOME's offices are at 2 Tony Wilson Place, M15 4FN
Holidays	25 days per annum plus statutory holidays (pro rata)
Pension	GMAC Ltd operates a company pension scheme with a 3% company contribution, available to all staff
Other benefits	Discounted cinema and theatre tickets Employee Assistance Programme Option to purchase additional holidays Cycle to work and Tech scheme
Probationary period	6 months
Notice period	1 month during probationary period, 2 months thereafter

JOB DESCRIPTION

Purpose

To lead the strategic development and delivery of HOME's social media presence, ensuring our voice is engaging, inclusive and aligned with our organisational values. The Social Media Officer is responsible for creating content and campaigns that grow audiences, increase engagement, and drive conversions across multiple platforms. Through insight-led decision-making and collaboration across teams, this role helps to tell HOME's story, promote our programme, and build an active, connected online community

Team Marketing & Communications
Reports to Head of Digital Marketing
Responsible for n/a

Main duties

- **Strategy Development:** Develop and implement comprehensive social media strategies that align with HOME's mission and objectives, focusing on audience growth, engagement, and brand awareness
- **Content Creation:** Create, curate, and manage high-quality, engaging content across all of HOME's social media platforms and emerging channels
- **Community Engagement:** Monitor and respond to audience interactions, fostering a vibrant and inclusive online community that reflects HOME's values and programming
- **Paid Social Media Advertising:** Working with the Head of Digital Marketing, plan, execute, and optimise paid social media campaigns across various platforms to drive targeted traffic, increase conversions, and achieve specific marketing objectives. Manage advertising budgets, conduct A/B testing, and analyse campaign performance to inform future strategies
- **Analytics and Reporting:** Utilise social media analytics tools to track performance metrics, generate insights, and inform strategic

decisions. Prepare regular reports for stakeholders, highlighting key achievements and areas for improvement

- **Collaboration:** Work closely with internal departments and external partners to coordinate social media campaigns, ensuring consistency in messaging and maximising reach
- **Trend Monitoring:** Stay abreast of emerging social media trends, tools, and best practices to ensure HOME remains at the forefront of digital engagement
- **Brand & Voice Consistency:** Uphold and evolve HOME's tone of voice and visual identity across all social media channels, working closely with the wider communications team
- **Digital Accessibility & Inclusion:** Ensure all social media content meets accessibility standards and reflects HOME's commitment to inclusive and representative communication
- **Safeguarding and Risk Awareness:** Monitor social channels for reputational risks or safeguarding concerns, escalating and responding in line with HOME's policies
- **Team Contribution:** Participate in team planning, organisation-wide initiatives, and campaign reviews, championing the role of social media in HOME's communications strategy.

Additional duties

- Perform all tasks in line with HOME's commitment to providing the widest audience access
- Deputise for other members of the department as required
- Be an advocate and ambassador for the organisation.
- Implement GMAC policies, particularly those around diversity, environmental sustainability, access, safeguarding and GDPR.
- Keep up to date with financial, administrative and operational best practice.

- Carry out duties as deemed appropriate by the Head of Digital Marketing or Director of Audiences
- Work evenings and weekends as appropriate.
- Undertake national and international travel as required

This is not an exhaustive list of duties and HOME's management may, at any time, allocate other duties which are of a similar nature or level.

PERSON SPECIFICATION

Criteria	Essential	Desirable
----------	-----------	-----------

Experience	<ul style="list-style-type: none"> • Proven experience in managing social media channels for an organisation, including content creation, scheduling, and community management • Demonstrated success in planning and executing paid social media campaigns, including budget management and performance analysis • Experience in using analytics tools to monitor social media performance and inform strategy (e.g., Meta Insights, Google Analytics) <p>Track record of collaborating with cross-functional teams to deliver integrated marketing campaigns.</p>	<p>Experience working within an arts or cultural organisation.</p> <p>Background in crisis communication and handling sensitive issues on social media platforms.</p>
------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------

Skills and Knowledge	<ul style="list-style-type: none"> • Competent understanding of major social media platforms (e.g., Facebook, Instagram, X, TikTok, LinkedIn, YouTube), including their algorithms, functionalities, and best practices. • Proficiency in developing and executing social media strategies that align with organisational objectives and drive audience engagement. • Strong copywriting and editing skills, with the ability to adapt tone and style for different audiences and platforms. • Proficiency in content creation tools (e.g., Canva, Adobe Creative Suite) and social media management platforms (e.g., Hootsuite) • Ability to analyse data and translate insights into actionable strategies. • Excellent organisational skills, with the capacity to manage multiple projects and deadlines simultaneously. 	<p>Competency in using audience research tools to inform content development</p> <p>Knowledge of digital accessibility standards and commitment to creating inclusive content.</p> <p>Skills in photography and video editing for creating engaging multimedia content.</p>
-----------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Other requirements	<ul style="list-style-type: none"> • Creative thinker with a proactive approach to problem-solving and content innovation. • A drive to promote access to art and culture. • Ability to proactively work both as part of a team and independently. • Resilience and adaptability in a fast-paced, dynamic work environment • Flexibility and ability to work evenings and weekends as required • Able to handle sensitive information with confidentiality • Strong interpersonal skills, with the ability to build relationships across diverse teams and stakeholders. 	
--------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

HOW TO APPLY

The deadline for applications is Monday 1 September 2025, 10am. Please note however, we may close the vacancy early if we receive a high volume of applications.

Application format: submit by email an up-to-date CV together with a supporting statement of no more than 2 A4 pages. **Please ensure you provide examples of how you meet the essential criteria within the Person Specification and the main responsibilities for this role in your supporting statement.**

Email your CV and written supporting statement please add the job reference number 169008 in the subject line in your email or this can be a short video/audio response no more than 10 minutes long to recruitment@homemcr.org and complete the link here to the [Equal Opportunities Form](#)

We will interview all candidates who meet the essential criteria in the person specification. Support is available at every stage of the process please email recruitment@homemcr.org if you have any questions related to support requirements.

Interviews will take place in person week commencing Monday 8 September 2025

HOME strives to be an equal opportunity employer, committed to diversity and inclusion in the workplace.

Please note Due to the high volume of applications we are unable to respond to all applicants individually. If you have not heard from us before the interview date, unfortunately, you have not been shortlisted on this occasion. Regrettably, we are unable to provide feedback at the application stage for those not selected for interview.

Thank you for your interest in this post.



FUNDED BY



FOUNDING SUPPORTERS



HOME is a trading name of Greater Manchester Arts Centre Ltd, a company limited by guarantee, registered in England and Wales No 1681278. Registered office 2 Tony Wilson Place, Manchester, M15 4FN Charity No: 514719.