The Arts by the Sea festival is a three-day contemporary festival of combined arts that takes place in various indoor and outdoor locations around Bournemouth. The festival’s mission is to deliver a programme of exceptional events, combining high-impact outdoor spectaculars with world music, theatre shows, light art and digital installations.

The Arts by the Sea Festival will not discriminate directly or indirectly on the basis of differences other than suitability for the role. We aim to create an inclusive environment, taking positive action to encourage participation from less represented groups. Please contact us if you have any concerns about the physical accessibility of the venue or location, the requirements of the role (such as time commitment), expenses or if you need information about the opportunity in an easy-to-read format.

All data supplied is held in compliance with the Data Protection Act 2018 and stored by BCP Council securely. We will never share your details with any third party, only some Council Departments that may wish to inform of further volunteering opportunities.

You can opt out from receiving further communications regarding volunteering by emailing us at any time.

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| **Role:** | **Social Media Assistant** |
| Reporting to: | Senior Business Support Officer |
| Timeframe: |  27th September to 29th September 2024 (with training and inductions in September) |
| Objectives: | Assist the Marketing Team by using their own creative flair and technical skills to capture content throughout the running of the festival and behind the scenes. Content to capture includes a variety of images of the artists involved, installations, performances, landscapes and the general public that can be used for future marketing of ABTS across all media platforms. You will be working closely with artists and members of the public so will be an advocate, promoting the festival through the collation of material to be used as marketing material for future years. |
| Tasks and whatyou gain from this opportunity: | * Work with, gain knowledge and expertise from and assist the marketing

team in ensuring that valuable content is collected of all performances and installations included in the programme and of the audience experiencing it.* Gain knowledge and experience from the Marketing Team in relation to the

 logistical aspects of adding live updates to social channels and scheduling posts to maximise the exposure of the festival and its programme.* Promote the festival encouraging people to attend and encourage attendees to

upload images and videos on their socials and tag the festival.* Gain an understanding of festival objectives in relation to media collection.
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| Skills and qualifications/ requirements: | * Over 18
* Knowledge and experience of using marketing tools on social channels.

(Instagram, Facebook, Twitter).* Have your own mobile phone or camera to record content.
* A genuine desire to help the Arts by the Sea Festival reach its goals.
* Able to make your own travel arrangements to attend your volunteering

opportunity (travel passes may be available).* Listen to and follow instructions from staff.
* Do your best to be reliable in regards to your hours and give us as much

notice as possible if you cannot attend.* Act and represent the Council in a suitable manner when wearing the Arts by the

Sea festival uniform.* Agree to work within BCP Council’s values, policies and procedures, as

outlined in our Volunteer Policy. |
| Further details: location, hours, expenses,insurance, behaviour, dress code: | * Based on site during the festival at various locations.
* Briefing held in September. Shifts to be advised, subject to change and

flexible depending on your requirements.* You and your volunteer coordinator will discuss what reasonable expenses

 you can apply for.* You will be covered by BCP Council’s insurance while in this role and when

on site at the Arts by the Sea festival.* You may be asked to wear a uniform if working on site during the festival.
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| What we gain from your involvement: | Your assistance is an invaluable resource for us and will help reach and develop our audience, widening participation in the arts in general and specifically at the Arts by the Sea festival through collecting material to be used on our social channels. You will also gain valuable experience and will be able to build your own portfolio that will be attractive to an employer in the industry. |
| Meeting the team & induction: | Training will take place at the Bournemouth Civic Centre, where you will meet the team. |