

# TRANSFORMING NARRATIVES

BANGLADESH | BIRMINGHAM | PAKISTAN

## TRANSFORMING NARRATIVES FREELANCE DIGITAL EDITOR

Transforming Narratives is a ground-breaking three-year project to establish Birmingham as a leading international centre for contemporary Pakistani and Bangladeshi arts, for the mutual benefit of Birmingham and cities in Pakistan and Bangladesh. It is managed by Culture Central, supported by Arts Council England and delivered in association with The British Council.

We're looking for an individual with excellent writing and editing skills and strong understanding of multi-media storytelling to deliver digital campaigns for Transforming Narratives.

### Role purpose

You will manage our website and social media feeds, developing and posting information about our artistic programme, critical discussion events, a conference in 2021, cultural leadership programme and other project activity.

You will be supported by the Transforming Narratives Project Manager and Marketing Coordinator.

### Key duties:

- Devise and implement our digital content strategy and editorial calendar with written content, video and audio. Examples include day-to-day social media, delivering campaigns for Transforming Narratives 'season of events', conference, open calls, leadership programme
- Take responsibility for volume and quality of content across all digital channels including the Transforming Narratives website, newsletter, and social channels (Facebook, Twitter and Instagram)
- Review and lead how we can maximise impact with project partners
- Analyse content performance including users' numbers, engagement metrics, etc. Use this information to test and develop content ideas.
- Provide guidance for the Transforming Narratives Administrator, who will support on social media marketing

## Person Specification

- Solid experience in managing digital channels including website and social media
- Excellent online writing and editing skills
- Understanding of multimedia storytelling using text, audio, video and images
- Proven track record in growing and retaining online traffic
- Experience of working within the arts and culture sector
- Ability to work to deadlines
- Understanding of Pakistani / Bangladeshi / Kashmiri / South Asian culture

## Job details

- You are responsible for setting your own hours and place of work, but you may be asked to attend meetings and events in Birmingham city centre.
- Fixed fee: £5500 to cover activity from September 2019 – March 2021. Please specify your daily rate in your application.

## How to apply

Please send your CV, Equal Opportunities Monitoring Form and a covering letter outlining your skills, experience and how you meet the person specification, along with your daily rate to:

Subject line: **Transforming Narratives Digital Editor**

Email to: [transformingnarratives@culturecentral.co.uk](mailto:transformingnarratives@culturecentral.co.uk)

Deadline: 12 September, 5pm