

Southside Fringe: Social Media & Blogging Volunteers

Role Description

Volunteering With Southside Fringe

The Southside Fringe Festival belongs to its residents and our Volunteers. It wouldn't exist without either and the feeling of community and celebration created by those who volunteer with us reverberates around the neighbourhood. As a festival and community organisation we're committed to capacity building in our volunteers, getting the work done and having a good time doing it!

So, what's in it for you?

- Be part of the Fringe Family, a team who work hard, have fun and support each other
- Meet new friends
- Build your personal skills base
- Experience for your CV
- Fringe Family social networking events

Role Overview

To work as a part of the Digital Communications team to develop and maintain the Southside Fringe social media, newsletter and blog focusing and highlighting the creative industries, businesses, communities and live entertainment scene on the Southside of Glasgow. Additionally, to work as a part of a team to produce press releases and reviews as and when needed to promote the work of Southside Fringe and the programmed events.

Tasks

- Familiarising yourselves with our venues and event producers products/services and our target audience
- Liaising with Fringe team to interpret strategies and marketing focuses into persuasive and thematic content
- Developing and presenting creative ideas and concepts, in partnership with the Fringe team
- Creating posts on the Southside Fringe social media channels (Facebook, Instagram and Twitter)
- Writing clear, persuasive, original copy for blogs, press releases and reviews
- Updating social media with snappy, timely content (especially with time sensitive content)
- Proofreading copy to check spelling and grammar

Time Commitment

- You must be able to attend one mapping meet per month to meet with the Digital Communications team to create and define thematic content is developed according to marketing focuses
- Ability to work from home, however, a space in On The Fringe will be available if desired, with an estimated 6-10 hours per month being the committed time. (This will primarily be once the programme is finalised in March.)

Desirable Experience

As a voluntary role, training will be given however a good standard of written English and the ability to deliver to deadlines are necessary for this role. Desirable experience is outlined below; however, it is not necessary. We are looking for talent rather than experience.

- Good knowledge of the cultural landscape of the Southside
- A love of local live entertainment and the arts
- A love for the Southside community
- Previous experience in writing roles
- Experience in digital marketing and the local PR scene
- Experience using Wix and social media channels
- Knowledge of social media scheduling tools