

Recruiting now...

## Freelance Social Media Assistant



The Migration Museum [www.migrationmuseum.org](http://www.migrationmuseum.org) produces inspiring exhibitions, events, education, community and public engagement programmes to shine a light on the many ways that migration to and from Britain across the ages has shaped who we are.

We are currently in between venues, having recently closed at our previous temporary venue in Lewisham, south-east London. We hope to open at a new temporary venue in central London later in the year.

Longer-term, we have secured a permanent home in the City of London, opening in 2027/8, allied to a network of venues across the UK and a digital storytelling platform.

We are now seeking a **Freelance Social Media Assistant** to help us create and schedule high-quality social content and monitor and maintain our accounts to engage our target audiences and develop our brand presence.

## Job description and person specification

Job title	<b>Freelance Social Media Assistant</b>
Contract type	Freelance – 2 days per week
Hourly rate	£15/hour
Location	London – flexible/hybrid working offered with some on-site requirements at Museum exhibitions and events
Deadline for applications	Monday 28 April, 23:59. Please see p5 for how to apply

### Background

We are creating Britain's missing museum – an inspiring and moving permanent cultural institution to put the long, rich and complex story of the movement of people both to and from Britain at centre stage, where it belongs. Britain's migration story is one that connects us all, and the museum provides context and backdrop for reflection and exploration about migration when the public conversation can be heated and polarising.

The Migration Museum is reaching new audiences in new ways: through a lively cultural programme of co-produced exhibitions and events, vibrant community engagement, innovative digital campaigns, an education programme that is much in demand from both teachers and learners, and a national knowledge and skills-sharing Migration Network that connects museums and heritage organisations across the UK.

We are currently in between venues, having recently closed at our previous temporary venue in Lewisham, south-east London. We hope to open at a new temporary venue in central London later in the year.

Longer-term, the museum has secured an extraordinary opportunity: a permanent home, rent free for 60 years, in the heart of the City of London, from 2027/8. The new museum will occupy approximately 3,000 sq m over three floors, providing spaces for exhibitions, events, education, and a wide range of community uses including creative workshops, performances and skills-building. The permanent museum will have a curated exterior courtyard and be home to a destination migration-themed café/restaurant and shop. Importantly, the new permanent home will lie at the heart of a Migration Museum 'ecosystem' achieving national reach and relevance through pop-ups in across the UK and a wide-ranging digital presence.

## Job purpose

This role sits within the Communications team at the Migration Museum.

The Freelance Social Media Assistant will work closely with our Digital Content and Design Officer and the Director of Communications and Engagement to create high-quality content that engages our target audiences and helps us to develop our brand presence.

You will ensure that our social media platforms are regularly monitored and maintained, while seeking out avenues for connecting with new and existing audiences alike.

## Key responsibilities

### *Content Creation*

- Create and edit assets (images and videos) for social media posts, ensuring that assets are formatted appropriately for each social media platform.
- Draft copy for social media posts, ensuring that copy is tailored for different platforms and formats, including tagging relevant individuals and organisations on each social media platform.
- Work on swaps and collaborations with partners and similar organisations.
- Reach out to artists, makers, contributors and partners via social media, email or phone to request assets, copy and/or additional information to use in social media posts.

### *Content and Account Management*

- Schedule and publish posts and stories across the Migration Museum's social media accounts.
- Monitor and manage replies, mentions, comments and direct messages on the Migration Museum's social media accounts. Reply/action directly and/or escalate to the Digital Content and Design Officer and the Director of Communications and Engagement or other team members where appropriate.
- Work with Communications team members to co-ordinate ad campaigns with social media strategy
- Monitor paid ads on social media as part of broader marketing campaigns for events and exhibitions

### *Audience Growth*

- Analyse and report audience growth and demographics, and success of existing social media projects through keeping our internal documents and reports up to date.
- Explore new ideas, concepts and campaigns that grow the Museum's brand in the digital realm and promote audience engagement both online and in person.
- Stay up to date with and report on emerging trends and social media platforms.

- The above list is not exclusive or exhaustive, and you may be required to undertake such other duties as may reasonably be required.

## Person specification

### *Skills/Knowledge*

#### Essential

- Excellent understanding of social media platforms including Instagram and TikTok
- Familiarity with content management and scheduling tools e.g. Meta Business Suite and Airtable
- Experience of image research, sourcing, image and video editing, photography and videography
- Ability to use graphic design software like Photoshop/InDesign/Canva or similar
- Ease in using devices and camera equipment for photo/video content creation
- Awareness of emerging digital trends and techniques

#### Desirable

- Excellent understanding of BlueSky and LinkedIn
- Experience with Adobe Photoshop, Illustrator and/or InDesign
- Familiarity with video editing software e.g. Adobe Premiere Pro

### *Personal Attributes*

#### Essential:

- Excellent communication skills
- Excellent time-management skills
- Ability to write and edit effective and accurate copy for different platforms and audiences
- Passionate about user experience
- Ability to work calmly under pressure
- High attention to detail
- Highly organised yet flexible
- Collaborative team player
- Self-starter

#### Desirable:

- Passionate about the mission and work of the Migration Museum
- Interest in using social media as a creative storytelling platform
- Engaging and enthusiastic story-teller

## *Experience*

### Essential

- At least 1 year's experience in similar social media or digital marketing roles.
- Ability to use graphic design software like Photoshop/InDesign/Canva or similar
- Demonstrable experience of creating visual digital content for social media

### Desirable

- Managing social media campaigns (organic and paid)
- Evidence of photography, videography or video production

### *Other requirements:*

This is a flexible/hybrid role, however you will be required to capture some content in-person at museum exhibitions and events in London. These can occur during and/or outside of typical work hours, including evenings/weekends, with time off in lieu.

## **How to apply**

To apply for this position, please e-mail a copy of your CV and a short cover letter to [daniela@migrationmuseum.org](mailto:daniela@migrationmuseum.org). If you would like to share some examples of previous work to accompany your application, please feel free to do so.

Please also complete our [Equal Opportunities Monitoring Form](#). These monitoring forms will be stored and assessed separately and will not be linked to your application.

**The deadline for applications is 23:59 on Monday 28 April.**

Shortlisted applicants will be invited to an online interview.

If you have any questions about the role, please contact [daniela@migrationmuseum.org](mailto:daniela@migrationmuseum.org).