

TROCADERO PROJECTS

Trocadero Projects operates on the traditional lands of the Boon Wurrung and Woi Wurrung people of the Kulin Nation. We offer our respects to Elders past and present, and acknowledge that sovereignty was never ceded. Always was, always will be Aboriginal land.

SOCIAL MEDIA OFFICER POSITION DESCRIPTION

Trocadero Projects is looking for a Social Media Officer to join our Marketing team and make our platforms ~shine~. This role manages our social media platforms: Facebook and Instagram.

This **volunteer position** is a great opportunity for a current student or recent graduate, arts worker or artist to improve their copywriting, content creation and marketing skills in a supportive and creative team. Overseen by our Marketing Coordinator, the Social Media Officer will receive ongoing support, training and guidance. No previous experience is required!

Role responsibilities:

- Work closely with the marketing team to develop and deliver campaigns
- Write, edit and schedule written and visual content for social media posts and stories
- Share events and news in Troc's community and facilitate cross-promotion
- Timely responses to our audience on Facebook and Instagram where needed
- Facilitate artist takeovers of Troc's channels

What's in it for you?

- Learn digital marketing, copywriting and editing processes
- Learn how to create interesting, informative and accessible online content
- Gain knowledge of scheduling software, CRM and subscriber management
- Join Trocadero's committee and contribute to our diverse and experimental program of exhibitions and events
- Work closely with artists and arts workers, creating personal and professional networks
- Learn about running an independent gallery space
- New friends!

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Time commitment:

The Social Media role requires approximately 10 hours per month, including role responsibilities and meetings. You will be expected to attend:

- Fortnightly Marketing Sub-committee check-ins (approx. 30 mins)
- Monthly Board meetings (approx. 1 hour)
- Trocadero programs where possible. Our committee members all contribute to the life and culture of the organisation

This role is designed to be held for a minimum of **6 months**, with the option to extend.

Committee roles are usually held for up to 2 years. This is negotiable.

How to apply:

Please email your CV and a cover letter outlining your interest and suitability for the role.

We are looking for:

- A passion for social media, particularly Instagram
- The ability to regularly and consistently engage with our audience
- The ability to work on multiple projects and campaigns
- Good communication skills
- The ability to work well in a team environment
- A strong interest in the arts!

If you require alternative arrangements to a written application, please let us know.

If you would like to discuss your application prior to submission, please email us.

Applications Close: Sunday 12 March 2023 (11.59pm)

Email: info@trocaderoartspace.com.au