



MOON FESTIVAL DIGITAL PRODUCER

Job Title: Digital Producer

Length of Post: 5 months

Fixed fee: £6,600 (inc VAT)

Hours: Freelance. 2.5 days a week

Applications deadline: Monday 25th February 2019

Interview dates: Tuesday 26th February 2019

Start date: Wednesday 27th February 2019

End Date: Wednesday July 31st 2019

How to apply: Send your CV + short cover letter explaining how you fit the role to info@moonfestival.co.uk

ABOUT MOON FESTIVAL

Moon Festival is a London based festival celebrating people's relationship with the Moon across time, cultures and subjects in coincidence with the 50th anniversary of the first Moon Landing. From astrophysics to mythology, politics to poetry, Moon Festival draws on humanity's eternal curiosity for the Moon to bring people together at night. Our plans involve a street party, training 30 young people in collecting stories from their communities and sharing them through art, a cabaret night for over 70's night hosted by Duckie, a rooftop party, spectacular light projections, a Jazz night hosted by Jazz Refreshed and a lecture series headlined by Margaret Atwood. A fiercely independent festival, we're all about renewing people's love for the glowing ball in the sky and ensuring everyone feels safe and loved in London at night.



KEY RESPONSIBILITIES

- Manage Moon Festival social media platforms (Twitter/Facebook/Instagram) with a mix of content and objectives
- Showcasing artistic programme/driving sales/growing followers/organising offline activities (through hashtags for example)
- Ensure that every project Moon Festival is working on is recorded and archived digitally whether on the website/blog, on social media or on a Cloud system
- Keep a record of the festival's digital reach and report regularly to Festival Director with key statistics
- Produce a report on all digital activity using web/reach analytics and a guidebook for how to access the material gathered
- Liaise with festival producer to turn Young Broadcasters' video content into social media bites
- Offer feedback on the creation and implementation of a Youtube channel
- Work with partner organisations to build excitement and momentum around events/activities at key marketing points
- Manage and organise 10 Young Broadcasters to live stream events during Moon Festival
- Lead on general newsletters and reporting on open rates and other stats

YOU

- Have a portfolio of social media projects ready to show us
- Possess an acute understanding of how to reach different audiences on different platforms
- Are an excellent copywriter, a versatile storyteller, a natural visual trend spotter and a data driven eagle
- Know how to work with: Indesign | Wordpress | Google Analytics