



SWG3  
100 Eastvale Place  
Glasgow G3 8QG

SWG3

# SOCIAL MEDIA COORDINATOR

**Reports to** Head of Marketing

**Hours** Full time (40 hours per week / 5 days)

**Location** SWG3 office, Glasgow

**Salary** £25K

## About SWG3

SWG3 is one of Scotland's leading independent venues – a place where creativity, community and commerce collide. What began as a group of artists' studios in a derelict warehouse has now evolved into one of Europe's most credible and loved multi-discipline arts venues; a collection of atmospheric spaces alive with art, design, music, fashion, food, shopping and nightlife.

Everyone knows SWG3 for a different reason, in a slightly different way. Sweaty gigs, pulsing club nights, experimental arts performances, global brand activations, fashion shows, a corporate lunch, a studio space – the variety of what goes on here is unparalleled in the city. And, through our exciting and ambitious Masterplan, the company is continuing to grow and evolve in even more ways, becoming a major cultural destination and tourist attraction for Scotland.

## About this role

As Social Media Coordinator, you'll be responsible for planning, coordinating, maintaining and posting content across our company social media channels to achieve multiple business objectives, from developing SWG3's brand, to driving attendance at events and building engaged digital audiences.

Bringing together strands from across the company, including our live events programme, arts and culture, business generation, sustainability, tourism and more, you'll work with the SWG3 team, promoters, partners and collaborators to coordinate and implement a daily social media schedule, as well as developing long-term marketing campaigns.

Working closely with the Social Media Assistant, Digital Marketing Assistant and Digital Content Creator, you'll work as part of a team to inform and deliver joined-up marketing campaigns and outputs, combining creative and analytical thinking to generate ideas, and excellent organisational skills to plan and deliver to schedule. Using insights and key metrics, you'll report on performance, and use data and knowledge of social media trends to inform planning and the development of social media strategy.



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## Key responsibilities

### 1. Coordination

Organising, planning and implementing weekly content plans across the venue's Instagram, Facebook, Twitter and LinkedIn channels, ensuring daily schedules are met across all platforms

### 2. Content Management

Gathering, researching, organising and posting content, ensuring content is high quality, accurate, delivered on time, and reflective of the company's brand

### 3. Channel and Community Management

Keeping social media platforms up-to-date, monitoring comments and social sentiment, and interacting with customers and channels in order to grow channels and build audiences

### 4. Ideation and Strategy

Generating innovative content ideas, campaigns and strategies to achieve business objectives

### 5. Analytics

Using and recording insights and key metrics to assist in developing social media strategy, providing updates on performance, and using results to inform and tailor output

## Approach and abilities

As a role that requires creative, strategic and analytic thinking, you'll be a marketing all-rounder who's interested in a role that touches on the whole marketing spectrum, from creative idea generation, to calendar management, to analytics and reporting.

Responsible for the daily management of multiple channels and schedules, you'll be someone who is naturally organised, focused, and proactive in terms of managing daily tasks and workload, and who enjoys using tools and platforms to plan ahead, stay organised, and help with organisation within a team. As a role with time-sensitive tasks, you'll be skilled at prioritising your workload independently, and using time management skills to ensure efficient and effective workflows.

This role would be particularly suitable to an individual who:

- has a personal interest in culture, live music and the arts
- is passionate about working within the live music, arts and entertainment industry
- is extremely organised, with the ability to plan, track and monitor tasks and schedules
- enjoys thinking creatively about content, branding and aesthetics
- thrives in a quick-paced, deadline-based role
- is able to stay calm, positive, focused and flexible under pressure
- is open-minded and tolerant in terms of cultural tastes and attitudes



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## Skills, knowledge and experience

### Essential

- 1. Social Media Management** At least 2 years' experience in a similar role, with demonstrated experience in using social media business tools to plan, coordinate and execute social media campaigns and content plans
- 2. Content Coordination** Demonstrated experience in developing, coordinating and posting compelling content across multiple social media platforms, using photos, videos, graphics and text
- 3. Copywriting** Demonstrated experience in copywriting, with the ability to tailor copy to suit platforms and audiences
- 4. Software and programmes** Experience in using Meta Business Suite, Microsoft Excel and digital work management platforms
- 5. Strategic Thinking** An understanding of social media and content strategy, with insights into how to develop engaging content in order to achieve marketing objectives, engage target audiences, and strengthen brand identity
- 6. Organisation and Planning** Excellent organisational and time-management skills, with the ability to manage and coordinate multiple calendars and schedules, manage and organise information from multiple sources, and use planning tools to keep daily tasks and longer-term projects on track
- 7. Attention to detail** Strong attention to detail to ensure precision and accuracy across all communications, as well as consistency in branding, tone and visual aesthetics
- 8. Industry knowledge** Up-to-date knowledge and awareness of current social media trends and updates, best practice, and platform capabilities for businesses

### Desirable

- 1. Event marketing** Familiarity with live event planning and promotion, including experience in promoting events on social media to generate sales
- 2. Digital advertising** Experience in running paid social media advertising campaigns, including Meta, LinkedIn and TikTok
- 3. Content capture and editing** Experience in photo or video capture using mobile devices, and/or using Adobe Creative Suite to edit graphics, photos and videos



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## Hours and location

This is a full-time role of 40 hours per week. Whilst our office hours are 10am - 6pm, Monday to Friday, we're happy to discuss a working pattern which suits both sides. As a live events venue, some additional evening and weekend work may be required at points.

## How to apply

Please submit the following to [hr@swg3.tv](mailto:hr@swg3.tv) by **Monday 29 April at 11pm:**

- covering letter (no more than one side of A4)
- CV

If you have any questions regarding this position, please email [rosie.d@swg3.tv](mailto:rosie.d@swg3.tv).