



## Social Media & Content Officer

<b>Role purpose</b>	To coordinate Music Mark's social media activity, create impactful content, and support the planning and editing of the Music Mark podcast.
<b>Salary</b>	£28,100 per year pro rata, plus access to a staff training budget and contributory pension
<b>Contract hours</b>	28 hours per week
<b>Location</b>	Music Mark is a remote working team, it is therefore expected that this post will be home based, with regular online and/or face to face meetings with the rest of the Music Mark team. Live attendance at the Annual Conference is required and some travel to meetings and events UK-wide is likely.
<b>Reports to</b>	Marketing & Communications Manager

### Introduction

We are excited to invite applications for the post of Social Media & Content Officer. If you are passionate about creating impactful content and engaging with audiences on social media, then we want to hear from you! As the Social Media & Content Officer, you will be responsible for creating and scheduling social media assets, analysing our social posts as well as involvement in the planning, producing and editing of our podcast.

The UK Association for Music Education – Music Mark is a Membership organisation for the Music Education sector and a registered charity. Our vision is for accessible and excellent musical learning and engagement, inspiring and enriching the lives of all children and young people. We provide our Members, Music Mark of Recognition Schools and Industry Partners with support, connect them with each other through training and events, and work hard to influence policy makers on their behalf. In April 2023, Arts Council England (ACE) confirmed that Music Mark would become one of its Investment Principles Support Organisations (IPSO).

As part of our commitment to Equity, Diversity and Inclusion, we aim to ensure a balance of representation and lived experience across our team of employees. The application process aims to ensure that no real or perceived barriers are in place for any candidate to apply and be considered for the role. Whilst there is an application process in place, potential candidates are free to request additional support or alternative methods of application at any stage in the process. Music Mark staff work from home ([read this blog to find out how](#)) and flexible working can be negotiated to ensure work/life balance.

### Role Brief

#### Principal accountabilities

- Creating, scheduling and posting engaging and timely content on Music Mark’s social media channels in consultation with the wider Marketing & Communications team and Training & Events team
- Creating and designing social media assets and editing videos/reels for our social media channels to engage Music Mark’s audience and showcase the work of our members
- Engaging with Music Mark’s membership and wider audience on social media, including resharing member content, engaging with relevant conversations and monitoring our inboxes
- Regularly monitoring and reviewing Music Mark’s social media performance including accessing, interpreting and reporting on analytics
- Monitoring wider sector news and hot topics being debated and feeding this into Music Mark’s content plan
- Responsibility for maintaining a content library for photos, videos, branded assets, etc, and selecting relevant content from our library to meet campaign briefs
- Supporting the wider team with content-related tasks including research, copywriting, asset creation, proofreading, etc.
- Creating and delivering paid social media advertising campaigns on Facebook, Instagram and LinkedIn, to support wider communications plans
- Supporting the planning and creation of the Music Mark podcast in collaboration with marketing and events colleagues

This Role Brief is not intended to define all day-to-day tasks and responsibilities. The role holder will be expected to undertake other activities commensurate with the role.

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## **Person Specification**

### **Essential**

- Experience of managing social media accounts including Twitter (X), Facebook, LinkedIn, Instagram, and Bluesky
- Excellent written and verbal communication skills and an ability to adopt our brand tone of voice
- Experience of interpreting data and reporting on social media activity and analytics
- Ability to work effectively on own initiative and flexibly as part of a small team
- Attention to detail and excellent organisational skills, with the ability to prioritise, multitask and work well under pressure
- Ability to respond to challenges positively and with good humour
- Experience of creating and editing assets in adherence to brand guidelines
- Experience editing videos and reels for use on social media
- Experience creating and editing videos and reels for use on social media platforms
- Experience of software including Canva, Adobe Creative Suite, and social media scheduling tools.

### **Desirable**

- Experience planning and editing podcasts or audio editing
- Experience of working in or with a music education organisation
- Understanding of, and ability to articulate, the value of music education
- Understanding of the broader education landscape across the UK and where music sits within that

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Although this role is primarily home-based, the role holder will be required to travel regularly to meetings and events throughout the UK (expenses within the UK will be reimbursed).

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## **Further Information**

This role is being advertised as part-time position. It is expected that the post will work a total of 28 hours per week between Monday to Friday. It is hoped that the post-holder would allocate specific times across the working week to carry out this role – i.e. four full days or a number of hours per day – but some flexibility is expected based on attendance at in person staff team meetings, events etc. That flexibility will also be given to the post-holder. Any overtime in a given week would be recorded on the Music Mark employment portal and can be taken as Time Off In Lieu (TOIL).

The charity runs the NEST contributory pension scheme for all employees and holiday entitlement for full-time employees is 25 days per year, plus statutory bank holidays and an office closure between Christmas and New Year – the entitlement for this role will be calculated on a pro-rata basis based on this full-time allocation. There is a staff training budget which is made available to support employees' professional and personal development. A laptop and/or other office equipment and resources will be provided where needed to undertake this role.

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## **How to Apply**

To apply, please complete the [application form](#), including providing a supporting statement explaining why you are interested in this role and how you match the person specification. If you prefer, you can upload a video supporting statement (up to 6 minutes) instead of a written one. Please also complete the anonymised [ED&I monitoring form](#).

**Closing Date:** Monday 26<sup>th</sup> January 2026 at 9am

**Interviews:** Interviews will be held online and are likely to take place on Thursday 5<sup>th</sup> February 2026

If you are selected for interview, we may need to request additional information including a full postal address, current employment notice period, relevant employment, education and training, and references.

*Music Mark is an equal opportunities employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.*