



Rife Residency: Social Media Creator (freelance)

**Deadline Sunday the 16<sup>th</sup> of May at 20.00**

Rife Magazine is an online platform covering the stories that matter to young people. Everything we publish is created by under 30s, because we believe their voices should be part of the media landscape so it is relevant and representative.

You will join us for 16 days in a paid freelance role, alongside our Content Creators, as part of a cohort of two Rife Content Creators, a Rife Editor, and a Social Media Creator. You will be supported to create social media content that helps to share and promote Rife's work, from videos to memes.

You will be supported by an experienced team of creatives who will help you develop your talents and experience to boost your creative career. You will also gain new transferable skills, a new perspective on the creative industries, and a network of contacts that will be invaluable as you head into the future.

### **What Exactly Will You Be Doing?**

- Writing original social media posts promoting Rife's content and wider aims to amplify young people's voices, profile talent and connect them to industry;
- Creating graphics and photos to post on Rife's social media channels;
- Scheduling posts across Rife's social media streams;
- Collating the [Meshworks newsletter](#);
- Working with the Rife Editor and Content Creators to develop strategies that will promote their work;
- Reporting on social media analytics;
- Recognising and optimising social media according to trends;
- Taking an active role in Rife editorial planning meetings;
- Attending training and actively pursuing personal goals;
- Adopting safe working practices at all times, and conforming to all relevant Safeguarding, Data Protection, Health and Safety and Covid-19 procedures (we will train you up on these things).

### **How Do We Measure Your Progress? What Indicates That Things Are Going Well?**

- Rife Magazine's social channels are up-to-date and well-populated with work produced by Content Creators and young people from across the West of England;
- The content you create and publish is well-timed, interesting and relevant to Rife's target audience;
- You're eager to learn, you develop new skills and knowledge, and actively participate in meetings, mentoring sessions and training;
- You become great at communicating and have productive working relationships with Watershed staff, young people and partners that we work with;



- Your confidence improves and so does your awareness of the career choices available to you;
- If we ask you for feedback or short reports on the things you have worked on, you supply these on time and ensure the information you provide is accurate.

### **Personal Specification - what are we looking for?**

- An interest in social media storytelling and the things young people care about
- Good writing skills and an interest in journalism
- Understanding and interest in photography and video
- Good level of IT literacy (preferably on Mac)
- Confident user of social media
- Aged between 18-30 years old
- Shows initiative and positive approach to problem solving
- Proven ability to work independently under direction and as part of a team
- Your own laptop, but other equipment will be provided where duties require

### **How to apply**

- In max 250 words or max 3 minutes of video, describe your first idea for a piece of social media content for Rife's website. This could be an idea to promote an existing Rife piece, an IGTV short documentary, an Instagram Stories photography piece, or anything else you think would fit on Rife's social media. Have a look at [Rife's Instagram](#) to get an idea.
- Please include any links to existing work that you would like us to look at. This could be a blog, YouTube channel, Instagram account, or something else.
- Send an e-mail with the subject 'Rife Social Media Creator' to [editor@rifemagazine.co.uk](mailto:editor@rifemagazine.co.uk), addressed to Sammy
- If you need any more guidance or a chat before applying, email [editor@rifemagazine.co.uk](mailto:editor@rifemagazine.co.uk) and we can reply between 10-13<sup>th</sup> May.
- **Deadline Sunday the 16<sup>th</sup> of May at 20.00**

### **Fee and start date for Social Media Creator**

- You will be paid £150 a day.
- This will be for 16 days spread out over 5 weeks (days to be agreed), starting in May 2021 and delivered by mid-July 2021.

### **Watershed Values**

The Watershed brand is unique, trusted and respected and is driven by the following shared values which are clearly articulated. Ability to master and represent Watershed's Vision and Values is therefore important.

Watershed is:



<b>Inclusive</b>	We are people led. We listen to and engage with the broadest range of people.
<b>Open and Honest</b>	We provide a culture and environment that is trusting, trusted and trustworthy.
<b>Make Things Happen</b>	We approach opportunity and challenge creatively, collaboratively and with a can do attitude.
<b>Entrepreneurial</b>	We are inventive, try new ideas, experiment, learn and share.
<b>Celebratory</b>	We celebrate culture, creativity and wonder.