

ROLE DESCRIPTION

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| Job Title: | Voluntary Summer Term Placement – Social Media and Podcasting |
| Region/Location: | Stoneham Court, Reading |
| Contract Type: | 10 weeks |
| Hours: | 7-15 hours per week |
| Reporting Structure: | Marketing Manager |

Join Berkshire Music Trust and help us celebrate and promote the vibrant contemporary music scene while gaining valuable experience for your future career.

Primary Role Purpose

As social media and podcasting volunteer you are responsible for creating content for our contemporary youth channels.

Principal Responsibilities

- **Social Media Management:**
 - Plan, create, and schedule engaging content for Instagram and TikTok.
 - Use analytics to track and improve social media performance.
- **Podcasting Support:**
 - Assist with planning, scripting, and producing podcast episodes featuring local musicians, educators, and influencers in the youth music scene.
 - Contribute ideas for engaging podcast topics and guest interviews.
 - Edit audio.
- **Content Creation:**
 - Create video clips and teasers for social media to promote events and podcast episodes.
 - Collaborate with the marketing team to ensure branding consistency.

Our Values

- **Inclusivity** – we believe music should be accessible to all
- **Respect** – we respect others views and lived experiences
- **Transparency** – we are open and honest
- **Innovation** – we continuously evolve and adapt to changing needs
- **Responsibility** – we take responsibility for our mission
- **Partnership** – we embrace partnership working

PERSON SPECIFICATION

| | Criteria |
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| What we're looking for | <ul style="list-style-type: none"> • A passion for music and a keen interest in the contemporary music scene. • Creativity and enthusiasm for social media trends. • Strong communication and organizational skills. • Basic understanding of social media platforms. |
| Experience & Knowledge | <ul style="list-style-type: none"> • Experience of using TikTok and Instagram • Competent in taking photography and videography for the above platforms. |
| Personal attributes and other requirements | <ul style="list-style-type: none"> • Well organised, managing own time effectively, responding to changing priorities and meeting deadlines as required • Excellent and accurate standard of written and verbal communication • Motivated to maintain a high level of productivity and to strive for continuous improvement • Attention to detail • Generation of new ideas for development and growth, open minded and creative |

What You'll Gain

- **Practical Experience:** Real-world involvement in creating social media content and producing podcasts.
- **Skill Development:** Build valuable skills in content creation, podcasting, and digital marketing.
- **Portfolio Work:** Showcase your work through tangible projects for a Berkshire Music Trust.
- **Networking Opportunities:** Connect with musicians, educators, and industry professionals.
- **A Reference:** Receive a detailed reference letter to boost your career or education applications.

Who Can Apply?

We welcome applications from anyone aged 18 or over who is passionate about music, social media and storytelling. Whether you're a student, recent graduate, or aspiring content creator, we welcome applicants of all backgrounds. No prior experience is required, enthusiasm and creativity are what matter most.

How to Apply

To apply, please fill in the application form including a short introduction about yourself, your interest in this role, and any skills or experience you bring. If you have examples of your work, such as social media posts, writing, or videos, we'd love to see them.