

About Production Guild: Production Guild represents the professional interests of its film and television industry production practitioner members, both within the UK and overseas. The Guild is the leading film and television industry body providing networking, resources, training and seminars to its members and the wider industry. Production Guild works closely with a range of industry bodies and takes an active role in discussions impacting its members. It has close relationships with production companies, broadcasters, and major studios regarding the professional availability of its members and remains in step with the ever-evolving production landscape to best support its members.

Our Mission: We are a trusted members-first community dedicated to helping world-class production talent get hired, grow and thrive

Our Vision: To power the future of production by mobilising the people that make it happen

Job Title:	Social Media and Events Manager
Reports to:	Head of Marketing and Communications
Based at:	Remote working at home and at available hot desks across the UK
Normal Hours:	37.5 hour week with occasional weekend and evening work.
Salary:	£33,000 p/a

About the role: The Production Guild is seeking a dynamic, creative and motivated digital content and events specialist to help grow our membership base and external audience in an exciting new chapter for the organisation.

Responsibilities

Social Media & Digital Marketing:

- Develop and implement digital marketing campaigns to grow Member numbers and increase brand awareness against clear measurable goals
- Manage Production Guild's social media accounts, creating engaging and on-brand content
- Generate ideas for marketing campaigns and assets, and draft creative briefs
- Produce engaging digital content, including online articles, digital assets and clear, persuasive web copy
- Conduct interviews and produce both video and written content celebrating our membership
- Build and deliver email campaigns to our active community and industry stakeholders
- Report on website, email and social media analytics and adjust strategy accordingly
- Plan, execute and report on paid digital campaigns
- Coordinate outreach to key partners to broaden the reach of the Guild's marketing efforts

Events:

- Input into the development and co-ordinate the successful planning and delivery of Production Guild events
- Source venues, manage contracts and develop partnerships to leverage best value
- Manage and co-ordinate the Guild's events calendar as appropriate to ensure that activity is coordinated and avoids overlaps
- Working with the Head of Marketing and Communications to manage guest lists and coordinate attendance at receptions and events
- Building targeted invite lists for various events to ensure opportunities with existing or potential stakeholders are maximised

General:

- Answer general company phone line and central email inbox on a rotational basis alongside the wider team. Directly provide a response to any queries if able to do so or forward to the correct member of the team
- Working alongside the wider company Coordinator team - research, source and collate industry related jobs for the jobs board and support the tracking and promotion of members and sponsors in relation to involvement in new production releases
- Undertake any other reasonable duties as required to support the smooth running of the company.

Experience and Personal Qualities

- A creative and enthusiastic digital content creator with demonstrable experience in crafting online assets, including video content
- Knowledgeable and excited about the digital landscape, from social media to AI to streaming
- An enthusiastic digital native who understands what makes great content, and why it works
- A strong copywriter and great communicator, with proven experience of producing and presenting information for a wide range of audiences
- Experience of producing, interpreting and reporting on website and social media analytics
- Knowledge of event delivery within the cultural sectors
- Demonstrable experience with ticketing systems, coordinating guest lists, invitations and RSVPs
- Communication and presentation skills with the ability to liaise effectively with external stakeholders and service providers
- Ability to prioritise and perform to a high standard under pressure and working to deadline

To apply, please send your CV, cover letter and links to digital campaigns you have recently worked on to recruitment@productionguild.com