

TRIGGER

Freelance social media content producer (short-term contract)



Project: **PoliNations**

Step into a spectacular super garden of magical proportions where you will be welcomed by an epic array of colour and nature.

Giant architectural trees and thousands of plants will transform Victoria Square into an urban oasis, which will host free events, workshops and performances including live music, dance, spoken word and drag.

This supernatural wonderland uncovers the origin stories of the plants we know so well – daisies, pansies, apple trees, roses – in fact these, and most of the plants we see in our gardens are not from the UK. They tell the story of journeys, movement, dispersal, and new roots.

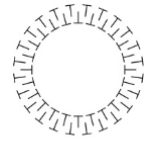
PoliNations is a celebration of colour, beauty, and of natural diversity. Explore, enjoy and be your true unique self. You can experience music from around the world, an incredible light show each evening, and a grand finale like no other where the tree's canopies will burst into a joyful cloud of confetti and colour. This is Carnival and Holi combined in one brilliant, messy, playful party and everyone is invited.

PoliNations is commissioned as part of UNBOXED: Creativity in the UK and presented as part of Birmingham 2022 Festival.

If you would like this Job Pack in a different format, please call us on 0117 2350 365 and leave a message for a call-back or email recruitment@triggerstuff.co.uk. We welcome potential candidates contacting us for a conversation.

Freelance social media content producer (short-term contract)

Trigger are looking for an experienced, energetic, creative, pro-active and organised Social Media Content Producer to help create and capture engaging content at PoliNations in Birmingham, as well as



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post content and help plan activity across the PoliNations social media channels between 2 – 18 September.

RESPONSIBILITIES

This September, Trigger requires assistance planning and then gathering/creating engaging content surrounding its PoliNations pop-up garden programme in Birmingham and digital App.

As content producer for this project you'd be required to work hours which extend beyond the regular 9 - 5 on these days on site in Victoria Square, Birmingham:

- 2 – 4 September
- 9 – 11 September
- 15 – 18 September

Because of this, Trigger is looking to work with someone local to the Birmingham area. You would also be required to do some preparation work prior to the start of the festival on the 2 September.

To apply for this role, please contact recruitment@triggerstuff.co.uk with your CV and a cover letter explaining why you would be a good fit for this role. There is a project fee of £3,000 available.

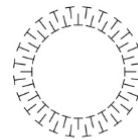
Deadline to apply: 19 August*

***Please note, due to the tight turnaround, we may close applications early, so please apply as soon as possible if you would like to be considered for the role.**

Candidates who are shortlisted for interview will be given the opportunity to specify any access needs so that appropriate arrangements can be made.

You would be responsible for:

- Planning & storyboarding social media content for the festival alongside Trigger's marketing agency and internal communications team
- Idea generation, building on your knowledge of Birmingham as a city, of how the event relates to the city
- Making suggestions on content based on your own experience
- Plotting desirable content to be captured at the live event and building a shot list in advance of the events
- Understanding the PoliNations tone of voice and incorporating this with all social output over the weekend
- Attending the live programme on specified dates, where you would be in charge of:
 - Capturing all desired content – including photos, videos, audio, reels and other assets (please note, Trigger will be capturing videography and photography on the ground, but as content producer, you would be required to capture lo-fi content)
 - Editing content where required
 - Working with the Trigger teams to supply the content to be posted, or post the content yourself across social channels with support from the Trigger team
 - Capturing any additional content you see on the day that would be engaging/exciting to audiences
 - Relaying any relevant / crucial information to the social team and/or wider Trigger team
 - Ensuring content aligns with brand values and brand guidelines



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- If posting content, ensuring all content is in the brand tone of voice and mentions essential partners
- Proofing content and posts
- Thinking on your feet to generate content opportunities

Your experience:

Essential:

- Must own a good working smartphone with a high specification camera
- Experience capturing content using a smartphone and recording devices at large-scale events
- Strong knowledge of social media platforms and an understanding of various content for different channels, including Facebook, Instagram, Twitter, Tiktok
- Strong copywriting skills
- Basic video and photo editing skills
- Experience with Reel creation for Instagram and Tiktok
- Brand and commercial awareness
- Ability to adapt to busy situations and to liaise with multiple teams across different managerial levels
- Experience of conducting vox pops with members of the public and/or organisations
- Creative mind
- Strong organisational and time keeping skills
- Reliability

Desirable:

- Experience working with arts and cultural organisations
- Experience working and producing content for TikTok for organisations
- Passion for the arts

ABOUT TRIGGER

Trigger are shapeshifting creatives who dream-up, create and produce free, bold live and digital events which care for the community. Trigger reimagine and revive public spaces, interrupt daily life, and put audiences and togetherness at the heart of everything they do. Their varied output, ranging from The Hatchling - a groundbreaking puppetry and kite flying experience - to WithYou, a free innovative digital service created in response to the Covid-19 pandemic, is inclusive, accessible and aims to shine a light on the creativity of local communities and underrepresented talent. Trigger is for everyone, and everyone is invited.

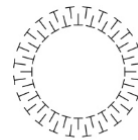
Trigger is led by Co-Directors Angie Bual & Natalie Adams.

Trigger is a Community Interest Company (CIC) based in Bristol.

www.triggerstuff.co.uk

EQUAL OPPORTUNITIES

Candidates who are shortlisted for interview will be given the opportunity to specify any access needs so that appropriate arrangements can be made.



TRIGGER

Trigger strives to be an Equal Opportunities Employer and to ensure that no person is unfairly discriminated against in its recruitment and selection policies and procedures. Trigger welcomes applications from all sectors of the community, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation, or any other equality characteristic and makes appointments based solely on ability to fulfil the duties of the post. We actively welcome applications from individuals with backgrounds currently underrepresented in the arts.

Your application and any associated personal information will be stored and processed in accordance with our Privacy Policy. We will keep your equal opportunities form for a period of six months, after which point the data will be anonymised and aggregated for monitoring purposes. If you are employed by us, the information you supply will be kept securely and will form part of your employment record. All information will be treated in confidence and will not be seen by staff directly involved in the appointment and used only to provide information for monitoring and evaluation purposes.