

Job Description



Job Description and Person Specification

Role Title:

Freelance Social Media and Content Manager

Reports To:

Head of Communications

- Contract: Immediate start through to end of August 2026
- Reporting to:
- Location: Bristol - Rate: £35,000 per year, pro rata.

Department / Team:

Brand and Communications

Roles Responsible For:

None

Location:

Boomtown HQ, Bristol (with onsite residency in Winchester during the festival period where required, supported by reasonable adjustments where needed)

We are an in-person first organisation and believe that community and connection are critical to creating a healthy and vibrant work environment. We offer flexible Friday's working from home.

Remuneration:

£3250 per full month fixed fee - freelancer to pay all own tax and NI contributions

Contract Length:

Contract to End of August 2026 (with possible extension into September)

Please note: No annual leave can be taken during this contract

ABOUT BOOMTOWN

Boomtown is a world-leading creative organisation known for pioneering artistic output, large-scale immersive environments and storytelling rooted in community values. Based in

Bristol, we produce an annual five-day festival for 77,000 people at the Matterley Estate in the South Downs National Park - bringing together music, theatre, art, culture and innovation.

We exist to inspire creativity, connection and collective action. Beyond the event itself, we champion social awareness, environmental responsibility and community engagement through year-round partnerships, educational initiatives and sustainability programmes.

ROLE PURPOSE

Boomtown needs an experienced freelance social media and content manager to step into a key role at pace. Due to temporary unforeseen circumstances within the team, we're looking for someone who can pick up the reins of our digital comms operation immediately and carry it through to the end of the festival in August - covering the pre and post event campaign periods and the live event itself.

This is an exciting role at a critical moment and for the right person, it's also a rare opportunity. Full access to Boomtown's inner-world and digital channels at the peak of its season.

KEY RESPONSIBILITIES

Core Responsibilities

- You'll be responsible for the full scope of Boomtown's digital communications - social media output, paid digital campaigns, community management, and performance reporting - from now through to post-event wrap.
- This is a business-as-usual cover role with real creative scope.
- You need to be able to create content yourself, shooting and editing image and video to a high standard, while also being confident managing the broader comms operation: scheduling, copywriting, reactive messaging, ad campaign management, and reporting against KPIs.
- During the live festival (12-16 August), you'll be embedded in the onsite comms operation, working round-the-clock shifts covering live social media, app push notifications, reactive communications, and coordinating with a substantial content and media team on the ground.
- You won't be doing it alone, there's a strong production, film, and photography team around you, but you need to be able to do the work yourself and lead the digital output with confidence.

Role-Specific / Technical Responsibilities

- Day-to-day social media management across Instagram, TikTok, Facebook, X, and YouTube
- Day-to-day responsibilities for app content and campaigns
- Original content creation, self-shot and self-edited image and video for social platforms
- Paid digital advertising campaigns across Meta, TikTok, and Google, including budget management
- Conversion-focused campaigns supporting ticket sales targets

- Community management and audience engagement
- Performance analytics and regular reporting to the Director of Brand
- Onsite live comms during the festival: real-time social coverage, reactive messaging, app push notifications
- Coordination with in-house designers, videographers, and external media teams to maintain brand consistency
- Liaison with film and photography crews for access and content capture during the event

What you'll Achieve

- Maximise audience growth and engagement through the peak festival period
- Deliver a measurable uplift in followers and engagement rate between start date and end of August
- Capture and publish high-performing original content from the live event that extends Boomtown's reach beyond the existing audience

Responsibilities will be adaptable during the live event period. Adjustments and support will be discussed individually where needed.

SKILLS & EXPERIENCE

You will bring experience, transferable skills or knowledge that enables you to:

- Proven experience managing digital communications and social channels for a brand, ideally in music, festivals, or live events
- A strong portfolio of content you've created yourself - video and image, not just strategy decks
- Fluency in short-form video (Reels, TikToks, Shorts) and static/carousel content
- Experience managing paid campaigns with real budgets and reporting on performance
- The ability to step into a live operation and be effective from day one - you've worked fast-moving events before
- Confidence working independently while collaborating with a wider creative team
- Experience coordinating a diverse team of creatives
- Calm under pressure, especially in the high-intensity onsite environment
- Flexibility to live and work onsite for around 20 days during late July and August

This is a hands-on role at the heart of a festival. If you can hit the ground running and thrive in a fast, creative, high-stakes environment - we want to hear from you.

WHY WORK FOR BOOMTOWN

- work within one of the UK's most creative and ambitious festival organisations
- contribute to meaningful cultural, environmental and social impact
- collaborative, values-driven working environment
- flexible and trust-based working culture
- a team that supports one another and celebrates shared achievement
- opportunities to broaden your experience in large-scale live events (*within the scope of your role*)

We are committed to building a team that represents a variety of backgrounds, perspectives and skills, and we are happy to discuss adjustments or access needs at any stage of the process.

OUR VALUES

- **Respect Yourself** – supporting autonomy, wellbeing and authentic expression
 - **Respect Each Other** – fostering inclusion, equity and belonging
 - **Respect the Planet** – prioritising environmental stewardship and regeneration
 - **Creativity** – pushing boundaries and nurturing artistic exploration
 - **Connection** – cultivating community and meaningful collaboration
 - **Celebration** – embracing joy, humanity and shared experience
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ROLE DETAILS

Hours:

Full time - Monday to Friday

Onsite Residency Requirement (Festival Period):

You will need to be available to work onsite in Winchester for approximately 3 weeks (July–August). Hours and duties vary. We will discuss individual needs and reasonable adjustments in advance of this period.

START DATE

ASAP

How To Apply

The Role

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To Apply

We're not asking for a cover letter. We want to see what you can do.

To apply, send your CV with the following four things to jobs@boomtownfair.co.uk with the subject line "Social Media and Content Cover - [Your Name]":

1. Your Work

Send us a link to your portfolio, your channels, or anywhere we can see content you've actually made. Social accounts you've managed, campaigns you've run, videos you've edited, pages you've grown. Live links etc. We want to see your work.

If you managed the account but didn't make the content, be honest about which bits are yours.

2. Show us Something

Please send over a piece of content you have created that you are proud of.

3. Three Numbers

Tell us about one social channel or campaign you personally managed. Give us three figures:

- Where it started (follower count, reach baseline, or engagement rate at the beginning)
- Where you took it (the same metric at the end of your involvement)
- How long it took

4. One Sentence

Tell us in one sentence, one thing you'd do differently on our channels if you were successful in getting the role.

What Happens Next

We'll review applications as they come in. If your work stands out, we'll invite you to a working interview. You'll get involved in a practical scenario and we'll have a conversation about how you'd approach the role.

Deadline: Applications close on the 22nd June. Interviews will take place on 25th/26th June.