

## Job Description

### Social Media Assistant

#### Creative Arts Administration Development Scheme Internship

**Department/School:** Performance Venues, Estates and Facilities Management

**Contract type:** Fixed term, Casual, Paid Internship

**Advertising length (weeks):** 3 weeks

### Overview

The Social Media Assistant is the voice of Performance Venues and its curated programmes. You will be a champion of the mission and outputs of Performance Venues, Enable US Project and University of Sheffield Concerts connecting artists, audiences, music and the city. The Social Media Assistant will work with the Performance Venues Team to promote our brand, manage our social media accounts and be passionate about creative arts to develop new, and grow existing audiences to support our work.

### Main duties and responsibilities

- Manage social media accounts (monitoring and listening)
- Ensure regular marketing activity (through live posting and advance scheduling), creating appropriate content for our platforms
- Update the website on a regular basis
- Research our audience and use this to inform the content we produce and to develop brand guidelines
- Look at trending content which can be used to engage our online communities
- Maintain overview of other relevant social media activity in the city and interact accordingly
- Produce a social media schedule for the season, with weekly schedules to be reviewed in marketing meetings
- Moderate public content and respond to customer enquiries across social media platforms
- Promote University of Sheffield online through listing websites, forums and online calendars
- Support the Marketing Lead and Music Programme Producer in all marketing activities to ensure box office targets are met
- Support the whole team to develop audiences by supporting marketing activity and audience development and loyalty schemes
- Support the whole team to develop networks in the city to advocate our work
- Designing graphics, posters and media for PV
- Collaborate with the Content Assistant to create video and viral content
- Develop email marketing and engage in audience development activity (NB: this will primarily be the responsibility of the Marketing Assistant, but for 26/27 we will be dedicating a small portion of this role to supporting this activity).
- Support live concerts and stewarding where required

- Any other duties delegated by more senior team members in support of the continuing operation of University of Sheffield Performance Venues.

## Person Specification

Our diverse community of staff and students recognises the unique abilities, backgrounds, and beliefs of all. We foster a culture where everyone feels they belong and is respected. Even if your past experience doesn't match perfectly with this role's criteria, your contribution is valuable, and we encourage you to apply. Please ensure that you reference the application criteria in the application statement when you apply.

### Essential criteria

- Good knowledge and passion for the arts (in particular live music, theatre & comedy)
- Experience with social media platforms ( Facebook, Instagram, TikTok)
- Excellent written communication skills, ability to write succinctly and accurately
- Good attention to detail
- Computer literate, ability to use standard Office, Google and social media systems
- Excellent organisational skills with a flexible and can-do attitude and approach to work
- Ability to work effectively both independently and as part of a team
- Ability to follow health and safety processes, and willingness to work safely in a public facing environment.

### Desirable criteria

- Experience with video editing software (useful but not essential - training will be provided)
- Experience with photo-editing and publishing software eg Canva, Adobe suite (desirable but not essential - training will be provided)

[All above criteria assessed in interview and application]

## Further Information

**Grade:** 3.3

**Salary:** £13.53 an hour plus holiday pay

**Work arrangement:** Term-time, Part time, Casual - around 10 hours a week.

**Duration:** 29/09/26 - 15/05/27

**Line manager:** Music Programme Producer

**Direct reports:** Music Programme Producer, Marketing & Audience Development Officer

**Our website:** <https://performancevenues.group.shef.ac.uk/>

For informal enquiries about this job contact



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Nick Potter, Music Programme Producer: on [n.potter@sheffield.ac.uk](mailto:n.potter@sheffield.ac.uk) or on **07864603487**

### Next steps in the recruitment process

It is anticipated that the selection process will take place in the weeks of 8th and 23rd June 2026. This will consist of an interview. We plan to let candidates know if they have progressed to the selection stage by Friday 22nd May 2026. If you need any support, equipment or adjustments to enable you to participate in any element of the recruitment process you can contact Nick Potter on the details above.

### Our vision and strategic plan

We are the University of Sheffield. This is our vision: [sheffield.ac.uk/vision](https://sheffield.ac.uk/vision) (opens in new window).

We are a Disability Confident Employer. If you have a disability and meet the essential criteria for this job you will be invited to take part in the next stage of the selection process.

### Job Advert

<b>Job Reference Number:</b>	<b>CAADS2025SMA</b>
<b>Working Pattern:</b> (applicable if fractional, specify days if a business requirement)	Approximately 10 hours a week during term time, for 12 weeks a term. Hours are flexible.
<b>Closing Date:</b>	<b>15 May 2026 - 11.59pm</b>  Should no appropriate candidates be found, we will recruit for this position in October 2025

Are you a student or recent graduate who is keen to get essential experience in the creative industries? We are looking for a new post-holder on our yearly paid internship scheme, in the role of Social Media Assistant. In this position you will primarily manage the social media accounts and other web content of Performance Venues.

You will be an organised person who is interested in social media, digital content, and marketing. You will be interested in analysing data and working to targets set in collaboration with our programming team. We are looking for someone who is flexible and keen to learn new skills, but can also work independently.



The Creative Arts Administration Development Scheme (CAADS) fosters paid opportunities for student development of performing arts management and arts administration skills in a demanding, outward facing professional context.

These roles are open to current students, or graduates in the last year. You must have been a student of either the Faculty of Arts and Humanities or Social Sciences at the University of Sheffield. These roles are now also available to those who are a committee member for performance based student societies, or active members of the society who can be vouched for by a member of the committee.

Interns work as part of a highly skilled team, developing skills in a number of core performing arts management functional areas (marketing, operations, and artistic direction) across a range of projects and outputs. The scheme is a great way to build valuable CV points, and a number of former participants have entered employment in arts organisations throughout the UK.

What previous participants have said about CAADS

*“As Concerts Intern I learnt a great deal about what goes into the running of a successful concerts series. It was an invaluable experience that I enjoyed enormously and it ignited a passion within me to make music management my career.”*

*“During my time as an Intern I have been able to gain an insight into the organisation behind a successful concert series and work with and alongside music professionals. I have been given the opportunity to develop skills in tasks I previously had little experience with and this has increased my confidence a great deal. The internship has been a great platform on which I hope to build professional experience in the future.”*

### About Performance Venues

Performance Venues is the home of three events spaces at The University of Sheffield. Here, we curate a wide programme of live music and performance events to entertain as well as educate. Our events are presented in three iconic venues on the University campus - the Octagon, Firth Hall and the Drama Studio. Over the last year alone we have welcomed over 45,000 people through our doors.

The University of Sheffield is a remarkable place to work. Our people are at the heart of everything we do. Their diverse backgrounds, abilities and beliefs make Sheffield a world-class university.

We are committed to exploring flexible working opportunities which benefit the individual and University.

We build teams of people from different heritages and lifestyles from across the world, whose talent and contributions complement each other to greatest effect. We believe diversity in all its forms delivers greater impact through research, teaching and student experience.



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