

## Role Description

Digital Communications & Community Officer

T100 – a Kinetika project

**Contract Period:** March 2025 – August 2025 (inclusive, with possibility for extension)

**Fee:** £160-180 per day (subject to experience), for a total of 30 days

Schedule of work:

- May 2025 (T100 Festival period): 10 days
- Remaining contract period: 1 day per week to be worked as agreed

**Closing Date:** 12:00pm, Monday 3 February 2025

**Interviews:** Thursday 13 February 2025 (in-person, Purfleet-on-Thames)

**Work Location:** The role is primarily based at the Kinetika office in Purfleet-on-Thames, Essex, with frequent travel across Thurrock to support activities and visit project partners. While most work will be on-site, occasional remote work may be considered.

### Reporting To:

- Nicole Artingstall, Programme Manager, T100
- Emma Collins, Marketing Manager, Kinetika

## Project Overview

[T100](#) is a vibrant walking, talking, and creative programme presented by [Kinetika](#), an arts charity based in Purfleet-on-Thames. For over a decade, this free initiative has brought local communities together through a diverse range of activities celebrating Thurrock and its surrounding areas. From celebratory flag parades to historical walks and creative journeys led by children and young people, every aspect of the programme is designed and delivered in collaboration with the local community. In addition to the annual summer outdoor community festival, T100 continues to grow by offering year-round walks and creative opportunities. The programme is deeply committed to empowering the next generation of leaders in Thurrock through the T100 Young Ambassadors initiative, fostering skills, confidence, and connection among young participants.



### Links for further programme information

- [T100 Autumn/ Winter 2024 programme of activity](#)
- [10 year anniversary flag parade film](#)
- [Reflections from our Community film](#)

## Role Overview

This exciting role focuses on amplifying the digital presence of the dynamic Kinetika project, T100 as well as enhancing the programme's grassroots connections locally, by crafting engaging content, managing social media channels and building positive, lasting relationships with community members and partner organisations across Thurrock. As a key player in promoting the festival and fostering meaningful community connections, you'll ensure brand consistency across all communications and support with the shaping and delivery of an inspiring community programme. Working closely with Kinetika's Marketing Manager and the T100 team, you'll bring creativity, energy, and strategic insight to enhance T100's digital and community engagement.

## Key Responsibilities

### Strategic Communications & Coordination:

- Provide thoughtful input to help evolve the Marketing & Communications Strategy, ensuring it remains aligned with T100's goals and responsive to emerging opportunities.
- Work within the established strategy to create and implement tailored digital communications and community plans for specific events and initiatives, ensuring consistency in messaging and branding.
- Act as a key point of connection to broader Thurrock initiatives, staying informed about developments, opportunities, and partnerships, and sharing relevant updates and resources to enhance engagement with the local community.
- Work closely with internal teams and external stakeholders to maintain clear, coordinated messaging across all channels, ensuring activities are aligned and effectively communicated.

### Content Creation & Social Media:

- Manage and grow T100's social media presence across platforms (Facebook, Instagram, TikTok, YouTube), including setting up accounts, curating engaging content, and monitoring trends to ensure T100's messaging remains relevant and impactful.
- Create high-quality visual and written content, including the ability to shoot and edit photos and videos using smartphones or professional equipment as needed. Ensure all content adheres to brand guidelines and resonates with diverse audiences.
- Develop and execute a structured content calendar that highlights upcoming T100 activities, revisits past walk routes and resources, and integrates relevant social media trends to maximise engagement.
- Design and manage Eventbrite pages, including crafting compelling event descriptions and sending pre/post-event communications to maximise attendance and engagement.
- Research and connect with local groups, influencers, and networks to amplify promotional efforts and foster deeper community relationships.
- Deliver live content during events and activity, such as live-streaming, posting updates in real-time, or capturing and sharing engaging behind-the-scenes moments.
- Coordinate the documentation of activities, including briefing and liaising with professional photographers and videographers, as well as ensuring the collection of appropriate permissions and waivers for content usage.
- Stay up to date with evolving social media trends, tools, and algorithms, incorporating these insights to refine strategies and content delivery.

### Website Management:

- Regularly maintain and update T100's website, ensuring seamless navigation, accurate information, and an engaging user experience.
- Create, edit, and optimise website content to reflect T100's activities, ensuring it is engaging, accessible, and aligned with SEO best practices.
- Monitor site performance, adjusting/improving load times, mobile responsiveness, and overall usability.
- Oversee website security, manage regular backups, and ensure timely plugin and software updates to maintain site functionality and integrity.

#### **Monthly Newsletter:**

- Write and design a compelling monthly newsletter that effectively engages the T100 community, sharing key updates, upcoming events, and relevant resources.
- Tailor newsletter content to address the interests and needs of diverse audience segments, ensuring personalised and impactful communication.
- Coordinate with team members to gather content ideas, updates, and success stories for inclusion in the newsletter.
- Leverage the newsletter to highlight T100's social media, website, and partner activities, encouraging cross-channel engagement.

#### **Community Engagement:**

- Establish and strengthen relationships with local networks to promote T100 activities and enhance community ties.
- Represent the festival and its initiatives at community events (both T100 and those of partner organisations), where capacity allows, offering practical support with delivery and driving engagement.
- Champion inclusivity by creating a welcoming and accessible environment for volunteers, participants, and audiences.
- Nurture the development of a vibrant grassroots creative walking community that is active, connected, and empowered to contribute to the festival's mission.

#### **Reporting & Evaluation:**

- Produce detailed monthly reports on social media and content performance, analysing metrics such as reach, engagement, conversion rates, and audience growth.
- Incorporate findings into strategic planning, recommending actionable changes to optimise T100's communication and outreach efforts.

## **Essential Skills & Experience**

- Experience in a communications and social media role.
- Proven experience in managing and growing social media channels.
- Strong understanding of social media trends, algorithms, and tools, with the ability to adapt strategies for maximum engagement and an ability to create compelling visual and written content.
- Proficiency in creating high-quality content that aligns with brand guidelines and resonates with diverse audiences.
- Experience with coordinating live content during events, such as real-time social media content.
- Proficiency in content management systems (e.g. WordPress) and email marketing tools (e.g. Mailchimp).

- Familiarity with ticketing platforms like Eventbrite and GDPR-compliant database management.
- Proficiency in tracking social media and content performance metrics (e.g. reach, engagement, conversion rates) and generating monthly reports.
- A creative mindset with the ability to generate fresh, innovative ideas for content, events, and community outreach.
- Strong strategic insight into how digital platforms can be used to promote community involvement and increase participation in T100 activities.
- Experience in establishing and maintaining relationships with local networks, influencers, and community groups.
- Strong interpersonal skills to represent the festival and engage with diverse audiences in person and online.
- Ability to foster an inclusive environment and build a supportive community around the project.
- Passion for community engagement within the charitable, arts, or cultural sector.

## About You

- You'll be a passionate advocate for T100's mission and its place within the broader Beach of Dreams and Kinetika projects and programmes, driven by a commitment to expand its impact.
- You have a flair for content creation, a keen eye for design, and a proactive mindset for developing fresh ideas.
- You'll be a warm communicator with strong attention to detail, excelling in conveying messages effectively and adapting to different audiences and settings.
- You're flexible, willing to embrace challenges, and thrive as part of a dynamic team.
- You excel in managing workloads, balancing priorities, and delivering quality work.
- You foster a welcoming environment, valuing community contributions and inclusivity.
- You'll bring knowledge and understanding of Thurrock's communities and local networks.

## How to Apply

We strongly encourage candidates of all different backgrounds and identities to apply. Each new engagement is an opportunity for us to bring in a different perspective, and we are always eager to further diversify our organisation and projects. We will aim to facilitate a great work-life balance wherever we can and are happy to discuss any specific requirements you need in the role to achieve this.

Please submit your CV and a covering letter outlining your skills and experience and why you're passionate about the role by 12:00pm on Monday 3 February 2025 to [nicole@kinetika.co.uk](mailto:nicole@kinetika.co.uk). If you require more information about the role, please email Nicole to arrange a call.