



FREELANCE SOCIAL MEDIA MANAGER FOR ANDEPIC PROJECT

Intercultural Charity Terra Nova Productions is seeking a proactive and digitally-savvy freelance Social Media Manager to join our project team on a new ambitious project, ANDEpic, from April 2026 - March 2027. We need someone who can translate the magic of our community rehearsals, workshops, and creative milestones into a vibrant online narrative.

This is a 'boots on the ground' position focused on active digital engagement. We are looking for a candidate with strong social media skills who can build a sense of community and excitement around our events. You will work alongside our team and volunteers to ensure our messaging reaches diverse neighbourhoods and groups across the Borough of Ards and North Down. You will inspire and support our artists and community to create a wave of online sharing.

The total funds for the job are **£3,600 paid at a day rate of £180**, payable monthly on receipt of invoice.

If you are interested in the work once you have read the information below, please send your C.V. and a covering letter to rachel@terrano productions.net by **midnight on Tuesday 28th April**. Your covering letter should detail relevant experience and track record, specifically in the field of arts and cultural events.

We will schedule informal online conversations with shortlisted applicants on **Thursday 30th April**. We will need the successful candidate to be available to attend the project launch event on the morning of **Thursday 7th May**.

Please let us know if you require any reasonable adjustments during the recruitment process

WHO WE ARE

Based in East Belfast, Terra Nova Productions is a registered charity, and Northern Ireland's dedicated intercultural theatre company.

Our Vision is to bring the wonder back into the world we all share.

We aim to bring artists, participants and audiences together to feel a shared sense of exploration and growth - a new world. A big part of that is our global experience. Through working with us participants and audiences become aware of what binds humanity together while addressing what drives people apart.

Address: 101 Park Ave. Belfast BT4 1JJ (028) 95438956
www.terrano productions.net; terrano productions@yahoo.co.uk
Co. registration number: NI063836 (a company Ltd by guarantee)
Charity Number Northern Ireland: XT21061



Our mission is to make excellent theatre at the places where cultures meet, people explore and the world is changed for the better.

Our Practice

Terra Nova is in year 19 of an on-going journey to celebrate global creativity through the arts and we have learned a lot of powerful lessons along the way about what underpins a healthy creative practice. For more information please visit our website - <https://www.terrano productions.net/what-we-do>

#ANDEPIC PROJECT OVERVIEW

Based in East Belfast, Terra Nova Productions is a registered charity, and Northern Ireland's dedicated intercultural theatre company.

As part of our ongoing commitment to providing exciting intercultural engagement, Terra Nova is delighted to announce that starting in April 2026, we will be building a major community production in Ards and North Down. Loosely inspired by *The Odyssey*, the project explores the universal search for "home" and the various "glories and monsters" we all encounter on that journey.

This 18-month initiative, titled **ANDEpic**, will be created by and for the people of Ards and North Down, culminating in a grand spectacle that celebrates the diverse voices and stories of everyone who calls this part of Northern Ireland home.

Project team:

- **Andrea Montgomery** (Artistic Director)
- **Rachel Kennedy** (Project Producer)
- **Stephen Beggs** (Lead Artist)
- **Ali Fell** (Community Coordinator)
- **Josh Shultz** (Finance & Production Advisor)
- **Harriott Communications** (Launch & Key Milestones)

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TERRA NOVA
PRODUCTIONS

JOB DESCRIPTION

Job Title:	Social Media Manager (Freelance)
Responsible to:	Project Producer (Rachel Kennedy)
Job Purpose:	To lead on the digital media marketing for the ANDepic project, both through: <ol style="list-style-type: none">1. A strategic programme of posts, responses and engagements, and2. the development and support of the community to post and share within a structure that you will devise and monitor; thereby driving community engagement and excitement through vigorous and engaging storytelling that ensures the project's intercultural message reaches all corners of the Ards and North Down Borough.
Days:	20 days from April 2026 – March 2027
Payment:	£3,600 (20 days at £180 per day)
Key Date:	Must be available for the project launch on 7th May 2026 .

JOB RESPONSIBILITIES

Social Media & Content Creation

- Execute the social media strategy across Facebook and Instagram, ensuring a consistent story is told throughout the year.
- Engagement: Devise scheduling that drives participant recruitment for workshops and audience attendance at the final performance.
- Video & Asset Support: Assist the Artistic Director and Lead Artist in disseminating video content and managing social advertising.
- Live Coverage: Capture and share photos and "stories from the day" during workshops to encourage wider community participation.

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- Countdown Campaigns: Manage the digital countdown for the show launch, ticket releases, and the final film premiere.

Amplify and Engage Through Delivery of Community Comms Training and Support

- Create a simple 1 page community online coms bible with guidelines and suggestions
- Train artists and community to share and generate content in keeping with your social media strategy
- Refresh engagement at key moments within the project (such as 'big weekends')
- Create photo op boards and other tools for community engagement

Community Outreach Support

- Multilingual Coordination: Liaise with the Community Coordinator and "Volunteer Multilingual Comms Helpers" to ensure messaging is translated and shared within non-Anglophone groups.
- Digital Distribution: Send out e-flyers to Borough groups and stakeholders.
- Recruitment Marketing: Publicise calls for facilitators and participants across all Terra Nova channels.

Internal Coordination & Administration

- Project Launch: Work closely with the Project Producer and Harriott Communications to ensure social media aligns with press releases.
- Archiving: Gather all digital collateral and social media analytics at the close of the project.

Because of the potential for conflict of interest, the postholder and their family will not be eligible for employment in creative roles with Terra Nova for the duration of the contract.

If it deems it necessary, Terra Nova Productions will process a vetting procedure through the Access NI system.



PERSON SPECIFICATION

Demonstrate the following knowledge and experience:

Feature	Essential	Desirable
Experience	Proven experience managing professional/brand social media accounts.	Experience working within the arts or community sector in NI.
Skills	Ability to create engaging digital content (basic photo/video editing).	Knowledge of the Ards and North Down Borough area.
Communication	Strong written English with an inclusive and energetic tone.	Experience working with multilingual groups or ESL speakers.
Qualities	Highly organized, proactive, and able to work independently.	A passion for interculturalism and community storytelling.
Availability	Total availability for the project launch on 7th May 2026.	

Terra Nova is committed to equality of opportunity in recruitment and engagement. We welcome applications from all suitably qualified candidates regardless of age, disability, gender identity, marital status, race, religion, sex, or sexual orientation.