

WYPW

WEST YORKSHIRE PRINT WORKSHOP



Social Media Volunteer

We're looking for an enthusiastic, organised person to support our growing social media platforms at West Yorkshire Print Workshop.

What is involved in this role?

West Yorkshire Print Workshop has a growing and very engaged audience, who look to our social platforms to find out about activities, exhibitions, submission opportunities and what is going on inside our workshop. The Social Media volunteer will support our Marketing Manager and the whole team in creating and scheduling social content, copy and responding to comments.

Key responsibilities include:

- Working with the team to agree content within our social media plan
- Creating, scheduling, and posting social content
- Identifying opportunities to establish relationships with local community groups
- Promoting events, exhibitions, courses, and opportunities
- Thinking of new ways to drive online engagement
- Identifying target audiences and being up to date with current trends
- Authentic community management, responding to comments, queries, and tags

What are we looking for?

The most important things we're looking for is a can-do approach, willingness to learn and good organisation. While we don't require previous experience of social media management, competent use of your own channels or an awareness of different social platforms (particularly Instagram, Facebook, Twitter and Pinterest) is a must!

You do not need to come from an artistic background, but an interest in the arts/ printmaking is always advantageous and a willingness to learn more about printmaking is essential.

This role can be based remotely, but willingness to travel to WYPW on an irregular basis would be advantageous in responding to queries.

What do you get out of it?

You'll play a key part in bringing our mission to the masses! You'll get to work alongside our brilliant team, finding out the most exciting parts of what everyone is up to in the workshop, and enjoy lovely positive conversations with our community.

It's also a valuable experience if you're interested in exploring a career in digital marketing.

What is WYPW?

West Yorkshire Print Workshop (WYPW) is in a beautiful Victorian former school building in the heart of Mirfield with a contemporary 'pop up' gallery space in a former shop in Huddersfield. We have a community of around 130 print members and host courses, exhibitions, educational programmes and community events at our spaces along with a retail offer to support local artists. WYPW wants to consistently raise its profile as a nationally recognised centre of excellence in the art of traditional, contemporary and innovative printmaking; promoting an inclusive community of professional practice, embracing artistic and technological change, advancing knowledge and appreciation of the visual arts by all means available to it.