

# RURAL LIFE LIVING MUSEUM

## Job Description

### Content Creator & Social Media Lead

Part-Time Position | Reports to: Museum Director

<b>Department:</b>	Marketing & Communications
<b>Location:</b>	On-site – Rural Life Living Museum
<b>Employment Type:</b>	Part-Time 20 hours per week ( flexible days)
<b>Salary Range:</b>	£14,560 per annum
<b>Tools Required:</b>	Canva, YouTube Studio, Meta Business Suite, and scheduling platforms

#### ROLE OVERVIEW

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The Content Creator & Social Media Lead is a dynamic, creative role responsible for bringing the story of rural life to audiences across digital platforms. This individual will develop compelling visual and written content using Canva, lead the museum's social media strategy, and build and grow our YouTube channel — all with the goal of increasing community engagement, visitor numbers, and awareness of the museum's mission to preserve and celebrate rural heritage.

#### KEY RESPONSIBILITIES

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##### Social Media Strategy & Management

- Develop and execute a comprehensive social media strategy across platforms including Facebook, Instagram, TikTok, and X (Twitter).
- Maintain a consistent posting schedule using a content calendar aligned with museum events, seasons, and campaigns.
- Monitor, respond to, and engage with followers, comments, and messages to build an active online community.
- Track performance metrics (reach, engagement, follower growth) and produce monthly analytics reports with recommendations.
- Stay current with social media trends and adapt strategies to keep content fresh and relevant.

##### Content Creation Using Canva

- Design high-quality graphics, promotional materials, stories, reels covers, and event flyers using Canva.
- Maintain a consistent visual identity in line with the museum's brand guidelines across all digital and print materials.
- Create templates in Canva for recurring content types (event promotions, historical facts, behind-the-scenes features).
- Produce short-form video content and animations through Canva's video tools for use across social platforms.
- Collaborate with museum staff to capture and creatively present exhibits, seasonal activities, and special events.

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### YouTube Channel Development

- Launch, manage, and grow the museum's YouTube channel from the ground up.
- Develop a content strategy for YouTube including series concepts, educational videos, virtual tours, and event highlights.
- Plan, film, edit, and publish video content on a regular upload schedule.
- Optimise all videos for search (SEO) including titles, descriptions, tags, thumbnails, and chapters.
- Analyse YouTube Analytics to monitor subscriber growth, watch time, and audience retention, adapting content accordingly.
- Explore monetisation opportunities (ads, memberships, sponsorships) as the channel grows.

### Wider Marketing & Communications

- Support the creation of email newsletters, digital advertising, and website content as needed.
- Collaborate with the museum team to promote events, school programmes, volunteer opportunities, and exhibitions.
- Represent the museum's voice and values authentically across all digital communications.
- Identify and develop partnerships with local influencers, community groups, and media outlets.

## QUALIFICATIONS & EXPERIENCE

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### Essential

- Proven experience in social media management and content creation for an organisation, brand, or community group.
- Proficiency in Canva (intermediate to advanced level), including video creation tools.
- Experience creating, managing, and growing a YouTube channel (personal or professional).
- Strong writing skills with the ability to adapt tone and style for different audiences and platforms.
- Excellent understanding of social media algorithms, analytics tools, and best practices.
- Highly organised, self-motivated, and able to manage multiple projects and deadlines independently.
- Genuine enthusiasm for rural heritage, history, and community engagement.

### Desirable

- Qualification in Marketing, Communications, Digital Media, or a related field.
- Experience with video editing software (e.g. CapCut, DaVinci Resolve, Adobe Premiere).
- Knowledge of paid social media advertising (Meta Ads, YouTube Ads).
- Experience working in a museum, heritage, cultural, or not-for-profit setting.
- Photography skills and access to camera equipment (or willingness to use museum resources).
- Familiarity with email marketing tools such as Mailchimp.

## SKILLS & PERSONAL ATTRIBUTES

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- Creative thinker with a strong visual eye and storytelling instinct.
- Proactive and enthusiastic — takes initiative without waiting to be directed.
- Collaborative team player who can also work independently with minimal supervision.
- Comfortable being on camera or directing volunteers/staff for video content.
- Flexible and adaptable — willing to cover weekend events or seasonal campaigns.
- Passionate about preserving and sharing rural history and culture with new audiences.

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### WHAT WE OFFER

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- A unique and rewarding role at the heart of a beloved community institution.
- Creative freedom to shape the museum's digital presence and storytelling.
- A collaborative, passionate team with a shared love of rural heritage.
- Opportunities for professional development in digital marketing and media.
- Access to Canva Pro and relevant tools and software.
- The chance to make a lasting cultural impact and grow a brand-new YouTube channel from scratch.

### HOW TO APPLY

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To apply, please submit your CV, a cover letter outlining your relevant experience, and links to any social media profiles or YouTube channels you have previously managed to:

**Marina Hierro – [marina.hierro@rural-life.org.uk](mailto:marina.hierro@rural-life.org.uk)**

*Application Deadline: 8<sup>th</sup> May 2026*

*Interviews to be held on between 13<sup>th</sup> and 15<sup>th</sup> May 2026*

*Rural Life Living Museum is an equal opportunities employer.*

*We welcome applications from all backgrounds and are committed to building a diverse and inclusive team.*