

JOB DESCRIPTION

JOB TITLE: Social Manager

RESPONSIBLE TO: Head of Digital Experience

DATE PREPARED: February 2026

1 JOB PURPOSE

We are looking for a dynamic, bold and visionary Social Manager to lead and reinvent The Hepworth Wakefield's social media presence. This new role will place social content, creative partnerships and cultural storytelling at the centre of our public voice. You will craft and implement an ambitious strategy that grows our audiences, boosts revenue, and puts us at the heart of cross-industry conversations - from art to fashion, video gaming, television, technology, youth culture and beyond.

You are an innovator with a deep understanding of digital culture, trends and audience behaviours. Confident in building a distinctive voice, you know how to take creative risks, spark conversations and drive cultural relevance. Working with our Digital Content Producer and the wider team, you will devise and commission standout content, working creatively with a small budget for maximum impact. You will connect The Hepworth Wakefield with new creators, communities and partners.

This is an opportunity to reshape what a contemporary museum's social media can be - placing The Hepworth Wakefield on a national and global stage through fearless creativity, meaningful audience engagement, and strategic growth.

2 KEY RESPONSIBILITIES AND RESULTS

- Lead the development and execution of a bold, trend-informed social media strategy across all platforms.
- Shape a distinctive tone of voice that reflects The Hepworth Wakefield's vision and values.

- Grow reach, engagement and followers through culturally relevant, creative and always-on content.
- In dialogue with our Communications, Curatorial and Commercial teams you will plan, commission and deliver accessible digital content across our social platforms.
- Establish and maintain partnerships with creators, influencers and organisations across sectors including fashion, music, film, television, video gaming and tech.
- Lead the social media elements of our marketing campaigns across exhibitions, events, retail, learning and fundraising.
- Working with our Digital Content Producer, you will collaborate with curators, artists and programmers to champion diverse stories and underrepresented voices.
- Support The Hepworth Wakefield's commercial ambitions by devising a strategy to elevate storytelling and digital activations.
- Work closely with the Director of Commercial, Senior Development Manager and Head of Communications to identify opportunities for sponsorship, partnerships and new income generation.
- Use data, insights and experimentation to inform strategy and continually refine performance.
- Ensure accessibility, inclusivity and ethical standards across all social media output.

3 ADDITIONAL INFORMATION

We are committed to improving diversity within our organisation and we expect all our employees to share this commitment and help us to achieve these goals.

All staff must carry out all duties in accordance with our policies and procedures.

4 KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

E = Essential D = Desirable

KNOWLEDGE

A passion for engaging audiences and opening up access to art and culture.	E
A keen interest in art and understanding of the work of The Hepworth Wakefield.	E

SKILLS

A strong editorial and visual eye with deep knowledge of digital storytelling and trends.	E
Entrepreneurial and curious, with a drive to innovate and expand cultural impact.	E
Comfortable with data, analytics and agile working practices.	E
Excellent communications skills, both written and verbal, with a strong attention to detail.	E

EXPERIENCE

Proven experience delivering creative social campaigns in the arts, media, or cultural sectors.	E
Experience of working with influencers and cultural partners to create impactful collaborations.	E

5 BASIC TERMS AND CONDITIONS

- The salary offered for this position is £30,000 - £35,000 per annum, dependent on experience.
- This is a permanent position.
- Full-time, 37 hours per week.
- Hybrid working options available.
- There may be an occasional requirement to work evenings and weekends, for which TOIL will be granted.
- Probationary period of 6 months.
- Notice period 1 week during probation.
- The place of work is The Hepworth Wakefield, Gallery Walk, Wakefield, WF1 5AW.
- 25 days annual leave per annum plus bank holidays (pro rata), rising by a day each year of service up to a maximum of 28 days. The leave year runs from 1 April to 31 March.
- New employees meeting the criteria will be auto-enrolled into a pension scheme run by Royal London, including an employer contribution of up to 6%.
- Enhanced maternity, paternity and adoption entitlements.
- Enhanced sick pay entitlements.
- Employee Assistance Programme offering confidential support services.
- Free eye tests run by Specsavers.
- Staff discount in the shop and café.