



Job Description

Role: Social Editor – Noisey & Thump
Reporting to: Head of Audience

About Noisey & Thump:

VICE started Noisey in 2011 as a way to document new and exciting music across the globe — from pop's biggest heavy-hitters to tiny garage bands. Since then, Noisey has grown into one of the most successful music brands on the planet, boasting some of the most popular music documentaries on the web, its own TV show on VICELAND in North America, a Beats 1 radio show, and more. Through in-depth reporting and incisive storytelling, VICE's music and culture channel uses music as a lens to explore youth culture over the world, telling the untold music stories that drive our culture.

THUMP is the electronic music and culture channel from VICE, which launched in 2013 with a focus on the full range of electronic music and culture, from massive festival stages to renegade warehouse parties, from platinum-selling artists to DIY bedroom wunderkinds. THUMP chronicles every aspect of global dance music culture: the music, the artists, the fans, and the experience. Through original videos from the most electrifying events around the globe, breaking news, exclusive mixes from the world's best DJs, and an engaging slate of editorial features and premieres, THUMP offers a unique and authoritative portal into the culture of electronic music.

Responsibilities:

- Populate and schedule Noisey and THUMP's social accounts
- Edit headlines to maximize click-through and engagement on all stories.
- Pitch stories to editorial staff.
- Coordinate responsive advertising spends on Facebook posts; identify the posts that are performing or will perform for the audience.
- Analyse content performance across social media to identify trends and opportunities.
- Work with the wider VICE social team to identify cross-platform opportunities.
- Act as eyes and ears on social platforms, alerting the newsroom to breaking news.
- Coordinate the creation of platform-specific content with our production teams, including text, photo, video, and interactive.
- Translate content so that it appeals to the different user experiences and consumption habits across different social networks.
- Identify the most compelling visuals to accompany content, and package those for effective sharing.
- Report on weekly platform growth and use these insights to inform editorial.
- Assist in the development of emerging platforms and formats live Facebook Live, VR/360 and Snapchat.

Qualifications:

- Bachelor's degree in relevant field.
- Experience in journalism, social media and/or marketing.
- Expert user of Twitter, Facebook, Tumblr, Instagram, Snapchat and other social media platforms.

- Experience of using analytics tools such as Google Analytics, Twitter Analytics, Facebook Insights and others.
- Experience of using Photoshop

Other:

- To undertake such other tasks including general administrative duties as may be required from time to time
- To be an ambassador for the business at all times.

To apply please email a brief cover note and CV, with the reference “**Social Editor – Noisy & THUMP**” in the subject line to: ukrecruitment@vice.com. **Please include your notice period and salary expectations in your application.**

We look forward to hearing from you!

If you do not hear back from us within one month of applying then unfortunately your application has been unsuccessful. Thank you once again for applying and we wish you success in your future career.