

OCULA

Social Media Editor | London | Full time

Ocula offers comprehensive access to the best of post-war and contemporary art exhibited by the world's leading art galleries and organisations around the world. Enriched by Ocula Magazine's insightful perspectives on the artists and ideas shaping art now and Ocula Advisory with its international reach, access and expertise. Ocula is a compelling destination and resource for collectors, curators, advisors and lovers of contemporary art.

The Role

Ocula is undergoing a rebrand and relaunch of its entire digital and media proposition. A key component of this rearticulation will be our social media publishing.

We are looking for a creative social media editor to join our editorial team to help translate our editorial direction into compelling, cut-through content for our social channels, predominantly Instagram and TikTok. The role is based in our London head office.

Our global editorial team works with a large community of external contributors, as well as vast amounts of written and visual content. It will be your role to work with the opportunities and assets in hand to prepare timely and engaging content for the Ocula social audience.

With an aim to better exploit the content opportunities we currently have access to, this role is foremost focused on the creative and technical implementation of the existing editorial direction into social-first content. This focus is also to ensure that as we grow our editorial strategy into new channels, we do so in a manner that ultimately and exactly serves our revised brand strategy. However, this is a growth role, and the right candidate will grow with it: our ambition in time is to develop social-only ideas and franchises that bring flair and engagement to the Ocula brand and significantly grow our audiences.

Therefore, this is a role for an ambitious, social content producer, who is willing to bring their skills to the mindset of our brand and editorial strategy. An in-depth knowledge of the art world is not a requirement for the role, however, a willingness to learn and become passionately involved in it is. The successful candidate will be creative, cultured and eager to be on-the-ground at events and openings representing the Ocula brand and gathering content. Ocula's contacts, access and network will provide the ideal foundation for a candidate who is looking to take the next steps and grow their career and reputation in the art world.

Requirements for the role:

- Professional knowledge of social media platforms and their functions, in particular Instagram and TikTok.
- Ability to capture publication-quality stills and video on mobile.
- Familiarity or expertise with professional grade production equipment is beneficial
- Detailed appreciation of image editing, with professional knowledge of a requisite software.
- Ability to diligently handle sensitive content, such as third-party owned images.
- Effective communicator who is able to brief social projects to external contributors.
- Open to flexible working schedules, owing to after office-hours events.
- Desire to understand how content performs.
- Any further skills in short-form/social film editing is beneficial
- Eligibility to work in the UK

WHAT'S IN IT FOR YOU?

- Unparalleled exposure to the contemporary art market
- Flexible working environment.

OCULA

- Opportunity to work with a fun, passionate and collaborative team helping to shape the future of an exciting and creative industry that we love!

Please send applications to: info@ocula.com.