

We are looking for a creative storyteller, digital native, and data-savvy individual to shape the online voice of **Queer Wave: The Cyprus LGBTQIA+ Film Festival**. You will be responsible for building anticipation before the festival, capturing live energy during our peak season, and managing social media accounts and paid ad campaigns to expand our reach.

Crucially, this is a year-round, part-time relationship **beginning in July 2026**. You will remain the main digital point of contact to cover special events, pop-up screenings, and community initiatives during the off-season.

Key Responsibilities

- **Organic Content:** Develop and execute a cohesive content strategy across Instagram, TikTok, Facebook, and other relevant platforms leading up to, during, and between festival cycles.
- **Digital Footprint Management:** Actively manage our digital touchpoints, including keeping our Linktree updated with current ticket links, programme schedules, and press releases.
- **Paid Campaigns:** Set up, monitor, and optimise targeted paid ad campaigns (primarily via Meta Ads Manager) to drive ticket sales and event attendance.
- **Technical Tracking:** Implement and manage tracking tools (like the Meta Pixel) on our website to analyse ad performance, further develop the practice of retargeting audiences, and report on campaign success with statistics and quantifiable data.
- **Year-Round Engagement & Newsletters:** Maintain the festival's digital presence during the off-season by promoting standalone events, collaborations, and community updates. Take ownership of drafting and distributing our community email newsletter.
- **Community Management:** Engage with our digital community by responding to messages, comments, and inquiries promptly, inclusively, and in alignment with our safe-space values.

Expected Timeline & Pace

- **Peak Season (July–October):** This is the most hectic period of the festival cycle. **July** and **August** involve intense pre-festival planning, campaigning, copywriting, and ad setups. **September** brings the festival itself (**18–27 September 2026**), requiring high flexibility for live, on-the-ground content capture and real-time updates. **October** wraps up with post-festival reporting and wrap-up content.

- **Off-Season (November–June):** The pace shifts to a much lighter, part-time flow, keeping our audience engaged through occasional pop-up screenings, community initiatives, and milestone updates.

Requirements

- Proven experience managing social media accounts, ideally for cultural events, festivals, or community organisations.
- Hands-on experience with paid advertising: confident navigating Meta Ads Manager, budgeting, and installing or troubleshooting tracking pixels.
- Familiarity with the distinct algorithms, formatting, and audiences of different social media platforms.
- Strong visual aesthetics and a solid understanding of queer visual culture, trends, and inclusive language.
- Basic knowledge of mobile video editing (CapCut, Premiere Rush) and graphic design tools (Canva, Photoshop).
- Flexible availability to provide consistent, part-time support for off-season events throughout the year.

If you do not meet every single requirement listed above but are confident you have the vision and drive to thrive in this role, we still highly encourage you to apply.

Remuneration & Commitment

- **Contract Type:** Year-round, part-time freelance collaboration.
- **Remuneration:** 600–1000 EUR, depending on experience and willingness to commit to year-round activities (fee negotiable).

How to Apply

Please complete our [online application form](#).

As part of the form, you will be asked to upload your CV and / or provide a link to your portfolio or examples of social media accounts you have managed.

- **Application Deadline:** Wednesday 08 July 2026 at 23:59 EEST.
- **Interviews:** Online interviews are anticipated to take place between 15 and 24 July 2026.