



Social Media Manager at Twist (The Way I see Things)

Location:	Central London, hybrid
Reports to:	Head of Marketing
Duration:	Part-time, permanent. Freelance also considered
Hours:	Ideally 3 days per week, with flexibility to spread across 5
Salary:	£35,000 to £45,000 FTE, pro-rated for part-time hours
Seniority:	Manager level

The Role

Twist recently welcomed its one millionth guest. Our channels already reach a big, engaged audience and we want someone to take them further. As Social Media Manager you'll own how Twist shows up online, and you'll be in front of the camera as much as behind it. You will:

- Manage all of Twist's social channels day to day. That means Instagram, TikTok, Facebook and LinkedIn, with Instagram and TikTok as your main focus.
- Create original content in and out of the museum. You'll shoot on site every week and also take Twist's ideas out into London.
- Be the social face of Twist. You'll appear on camera regularly and build a presence our audience recognises and comes back for.
- Handle engagement properly, which means replying, joining conversations and building relationships with the people who follow us.
- Plan content for different audiences, from families and students to date nights, tourists and corporate bookers, and know which formats work for each.
- Work closely with the museum team, our Curator and visiting influencers to turn what happens in the space into content worth sharing.
- Track engagement, reach, retention and audience metrics across every channel, and use what you find to decide what to make next.
- Spot trends early and judge which ones suit Twist and which ones don't.

Paid media is handled by a separate agency, so this role is focused on organic content, community and creative direction.

Who You Are

We're less interested in a perfect CV and more interested in the work you've made and the audiences you've grown. 3+ years managing social channels for a brand, venue, creator or agency, with real ownership of Instagram and TikTok.

You are:

- **Comfortable on camera.** You can present, talk to a lens and carry a brand's personality without it feeling forced.
- **A maker.** You can shoot, cut and publish strong short-form video yourself, quickly, without waiting on anyone.
- **Fluent in Instagram and TikTok.** You know what's working this week, and why.
- **Good with numbers.** You're at home in native analytics and can explain what changed, what caused it and what you'd do next.



- **Curious.** You're drawn to the odd and the surprising, and you want to make people look at things differently.
- **Self-directed.** As our first dedicated social hire you'll shape the role, set the rhythm and drive your own ideas from start to finish.
- **A collaborator.** You're comfortable pulling in the museum team, influencers and our Curator to make things happen.

What Success Looks Like

Six months in, we'd expect to see:

- A consistent publishing rhythm across all four channels, with Instagram and TikTok posting 2-3 times per week reaching well beyond our existing audience.
- Engagement rate up 15% and follower growth of 10% on Instagram and TikTok.
- A recognisable on-camera presence for Twist that audiences follow by name.
- A clear picture, backed by data, of which audiences respond to what, feeding into our wider marketing plans.

Why Twist

Twist Museum is London's leading destination for immersive, interactive edutainment; where cutting-edge technology meets curiosity and play. We collaborate with world-class artists, scientists and innovators to create experiences that inspire people of all ages to engage with the world differently. As a fast growing, ambitious organisation at the intersection of culture, science and experience design, Twist offers a rare opportunity to do meaningful, creative work that genuinely moves people.

You won't be short of material. The museum is full of illusions, experiments and moments that stop people mid-sentence, and plenty of it has never been filmed. Deciding what the world sees of it would be down to you.

If you like learning, playing and creating experiences people remember, we'd love to hear from you.

What You'll Get

- **Kit and tools.** Shooting kit, editing software and scheduling and analytics tools are provided, so you won't be funding your own setup.
- **Career progression.** This role is ideal for an ambitious and motivated person who believes in the brand and feels passionately about growing both the brand and their own career. Twist is currently expanding to new cities around the globe, leaving room for you to create your own development pathway as we grow.
- **Hybrid working.** On site at the museum to shoot at least once a week, a team day at our WeWork office, and the rest of your hours wherever you work best. Twist Museum head offices are in Central London SW1.
- **Flexibility.** 3 days a week is the ideal shape, but we're open to splitting the workload across 5 shorter days to keep the channels moving.

How to Apply

Please complete the application process on the relevant recruitment portal, or email your CV to jack@twistmuseum.com