

FREELANCER BRIEF

Social Media Content Producer

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Why work with us



About BIDs

For general information on BIDs
visit the websites of:
British BIDs
The BID Foundation

Our Social Media

Milton Keynes City Centre is one of the UK's fastest-growing and most ambitious city centres — and our social media performance reflects that momentum.

Led by MyMiltonKeynes BID, our @MKCityCentre social channels have undergone a step-change in performance over the last year. We've delivered nearly 70% follower growth across Meta platforms and an exceptional 360% growth on TikTok, with content consistently reaching beyond our existing audience and outperforming UK benchmarks for place-based and BID accounts.

- TikTok is delivering standout engagement and rapid audience growth, with content resonating strongly and achieving reach well beyond our follower base.
- Instagram continues to show strong engagement and sustained follower growth, demonstrating the effectiveness of our reels-first approach.
- Facebook, while a more mature platform, is delivering very strong follower growth with engagement in line with expected benchmarks.

Across all platforms, our content is outperforming national averages for local authority and BID accounts, reflecting a clear, confident strategy and a highly engaged audience who want to see, experience and take part in city-centre life.

We're now looking for a talented freelance Social Media Content Producer to help us build on our success. This is an opportunity to work with a well-established, well-resourced

place brand, producing creative, high-impact content that is seen, shared and celebrated — and to play a key role in shaping how a modern UK city centre shows up on social.

If you're excited by performance-led creativity, love telling stories through short-form video, and want your work to have genuine visibility and impact, this role offers the platform, support and ambition to match your skills.

About MyMiltonKeynes BID

The Milton Keynes Business Improvement District (BID) is a collective of over 330 businesses that invest in the success of Milton Keynes City Centre.

We are a not-for-profit company, now in our ninth year of trading. Our vision is for Milton Keynes City Centre to stand out as a place which is proud to be different: where its uniqueness is the driver for people choosing to come here to live, work, run a business and for leisure.

We work to make Milton Keynes City Centre a vibrant, exciting and successful place to have a business, and an attractive, clean, safe, enjoyable destination for everyone.

The Role

As our freelance Social Media Content Producer your role will be to support the promotion of Milton Keynes City Centre across TikTok, Instagram and Facebook (@MKCityCentre).

This is a hands-on, production-led role. Overall creative direction and marketing strategy will be led by the Marketing Director. The freelancer will work closely with the Marketing Director and the Marketing & Business Engagement Manager to deliver content that aligns with wider campaigns and objectives, contributing ideas and platform insight where appropriate.

This role will operate on an output-based model, for example:

- 8 short-form videos (Reels / TikToks) per month
- 12 sets of edited high-quality images per month
- Regular Stories content (volume to be agreed)
- 4 paid social / PPC assets per campaign (including variations and cut-downs)

Deliverables, formats and volumes will be agreed in advance and reviewed regularly.

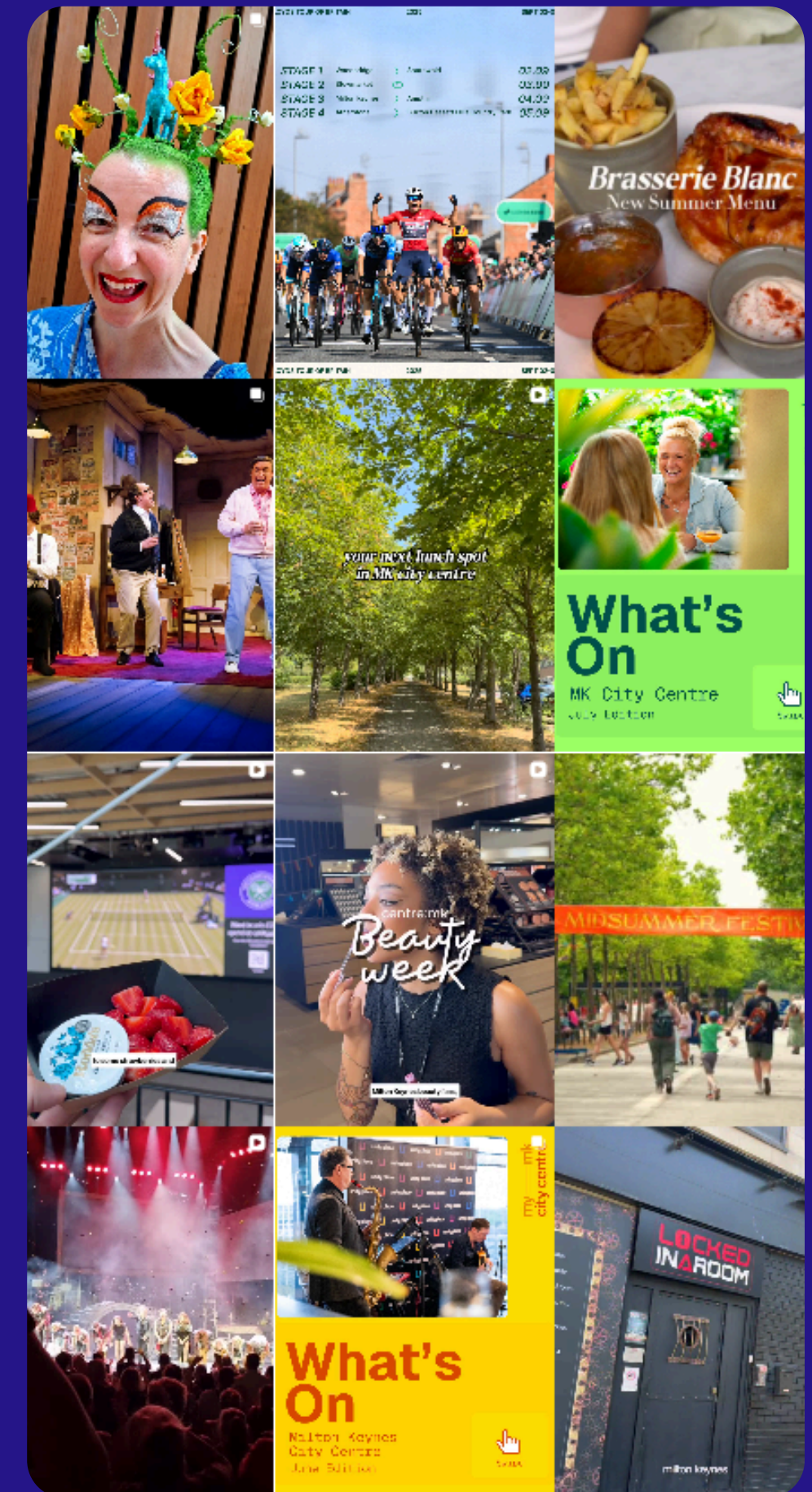
Scope of work:

The freelancer will be responsible for creating social and paid media content, including:

- Short-form video for TikTok and Instagram Reels
- High-quality photography optimised for social platforms
- Writing engaging, on-brand post copy for feed posts
- Creating and publishing Instagram and Facebook Stories
- Producing creative assets for PPC and paid social campaigns (e.g. video variations, static imagery, cut-downs, platform-specific formats)
- Supporting the delivery of campaigns, events and seasonal activity through organic and paid social content
- Responding to trends and opportunities where appropriate, within agreed brand guidelines
- Representing the BID in a professional and consistent manner
- Coordinating filming and photography sessions, including organising locations, scheduling, and liaising with relevant stakeholders and contacts
- Ensuring all content creation aligns with brand identity and campaign objectives

Content will be used across:

- Instagram
- TikTok
- Facebook
- Paid social placements (Meta, TikTok and other agreed platforms)



Essential experience:

We’re looking for a local freelancer with a proven strong track record in:

- Creating content that performs well in both organic and paid environments, hooking an audience within 3 seconds.
- Social media management.
- Creating short-form video and static assets for PPC and paid social campaigns.
- Shooting and editing high-quality video and photography with the ability to tell a story through social and within 60-90s.
- Writing engaging, platform-appropriate and SEO rich social copy.

Person specification

We’re looking for someone who:

- Has a good understanding of Milton Keynes City Centre, its businesses, events and audiences.
- Is comfortable filming in public spaces and live environments as well as being willing to put their face to the brand - on camera, off camera (voiceover).
- Brings energy, enthusiasm and genuine passion for social media, content creation and place-based storytelling.
- Takes pride in producing high-quality work and is proactive in suggesting creative ideas and improvements.
- Is curious about trends, formats and platform updates, and excited to test and evolve content over time.
- Has an understanding of accessibility requirements e.g. captions, voiceover etc.
- Is comfortable in being able to turn a reel around on the same day or within a few hours, as required.

Location & availability:

- Based in or near Milton Keynes.
- Available to work from and attend meetings at a Central Milton Keynes based office.
- Able to attend local events and activations as required.
- Willing to undertake occasional evening and weekend working, agreed in advance.

Fees

This role is offered on a freelance basis, with a six month initial contract with potential for extension if agreed by both parties. Fees will be aligned to experience and agreed outputs.

How to apply

To express your interest, please email info@mymiltonkeynes.co.uk:

- A link to your portfolio or examples of relevant social media content (including short-form video and any paid social work)
- A short expression of interest (maximum one page) explaining your experience, why you’re interested in working on the @MKCityCentre work and how you would approach this role.
- Examples of content performance or results, where available.
- Your indicative day rate or proposed pricing based on the outlined deliverables
- Confirmation of your location and availability

