



## **UN Women UK Social Media Manager**

*London-based, opportunity to work remotely or in our office, subject to requirements. Open to UK candidates.*

*Salary £600-£900 per month (1.5 days per week) 6-month initial contract.*

*Permanent role with flexible working / part-time options available.*

UN Women UK has already achieved huge impact across the UK, in mobilising people for change, sharing learning materials to create impact for gender equality, and enabling its community to create change from safer public spaces to climate justice. This is an opportunity to take on the management of our social media platforms, mobilise our community, and help the organisation reach a step-change in growth and impact.

This is an opportunity to work in an energetic and positive team environment, where all are highly invested in and supportive of the success of this workstream.

### **What you'll do:**

- Set and meet targets to grow UN Women UK's following and engagement across multiple social media platforms (Instagram, LinkedIn, Twitter, Facebook)
- Shape and lead UN Women UK presence on multiple social media platforms working alongside the wider team to ensure the greatest impact for our campaigns
- Develop, seek feedback on and implement content plans to increase engagement, build community and execute fundraising
- Maintain social media inboxes, reposting and replying to messages from community
- Manage external consultants and volunteers in creating content, as part of the overall communications strategy and plans
- Liaise with external partners to plan and co-create joint communications campaigns
- Work with external ambassadors to
- Maintain an awareness of current affairs, upcoming trends and new platforms and technologies that could provide convincing growth
- Develop metrics and evaluate the effectiveness of our social media channels, with regular reporting back to the wider team
- Integrate social media presence with fundraising strategy, proactively identifying opportunities to increase and optimise charity's individual giving
- Protect the reputation of UN Women UK, including advising on, preparing and implementing crisis management plans.

**What we're looking for:**

- A creative and forward thinker, with extensive experience running multi-channel campaigns, meeting and exceeding targets
- A demonstrable understanding of how to execute social change campaigns to achieve meaningful impact
- Organised, strategic thinker, able to manage and prioritise a number of opportunities
- Ability to advise team on strategies and market benchmarks
- Strong relationship-builder, able to cultivate and close partner relationships
- A passion for mobilising supporters to create a thriving community and achieve positive change
- Ideally, expertise in campaigning to sexual harassment and gender-based violence.

**How the application process will work**

You will submit your CV and answer questions in our online form.

Shortlisted applicants will be invited to a video interview with our Executive team. Candidates progressing to the second round of interviews will complete a practical assessment and a second discussion involving relevant staff members.

We will ask for two referees who can attest to your previous performance.

You can ask questions about the application process by contacting [hr@unwomenuk.org](mailto:hr@unwomenuk.org), but please note that only applications received via the online form before the application deadline will be considered.