



# Social media Lead – Role description

## About IC Change

IC Change is a volunteer-led campaign calling for the UK Government to ratify the Istanbul Convention on violence against women. The campaign launched in 2014 with [a petition](#) and now has a coalition of over 70 organisations. In 2017, the campaign helped to secure the [Preventing and Combating Violence Against Women and Domestic Violence \(Ratification of Convention\) Act 2017](#).

## About the role

We are looking for a social media pro to take on this key role in our grassroots, women-led campaign. Working closely with the campaign's Communications lead, you will lead on all aspects of our social media communications, including developing and delivering an engaging social media plan to creatively engage our key audiences and to help increase the campaign's reach and impact.

## About you

We're looking for a creative individual who is passionate about addressing the issue of violence against women. You seek to campaign from love. And you understand the importance of self-care, not least snacks.

You'll be someone who:

- Is passionate about ending violence against women.
- Seeks to create change from and in love.
- Is positive, motivated and able to work with people who are not like you.
- Has a creative and flexible attitude.
- Can help to build and strengthen the volunteer team.
- Can work independently and alongside others.

Importantly, we are a passionate team of volunteers who are learning a lot of what we do as we go. A commitment to learning and growing is more important than previous experience.

## Responsibilities

- Oversee the campaign's social media, developing and delivering a social media plan and digital calendar in consultation with the team to achieve campaign objectives and increase our impact.
- Ensure that high-quality social media content is produced in a timely manner to support the campaign's activities.
- Ensure messaging across all social media channels is consistent and compatible with wider campaign messaging, and that content supports accessibility.
- Research, create and publish regular content for the campaign's social media communications (Facebook, Twitter, and Youtube), including eye-catching visuals, videos and specific content for key campaign moments and activities.
- Liaise with other team members to ensure information regarding upcoming events and moments, and news articles are posted on relevant channels.
- Monitor and respond to activity in the press, parliament and from relevant organisations where appropriate, in consultation with the co-directors.
- In collaboration with your fellow communication team members, create template social media posts for supporters and organisations as required.
- Monitor social media channels and engage with key audiences (with support).
- Regularly use analytical tools to monitor the effectiveness of our social media communications and report back to the team on this and key learnings.
- Be a point of contact for social media suggestions/questions/issues.

## Skills, knowledge and experience

- Excellent written communication skills with experience in creating engaging audience-focused written and visual social media content to achieve set objectives.
- Ability to communicate complex ideas in a concise, clear and engaging way.
- Ability to create content to a high level and with excellent attention to detail.
- Excellent knowledge of social media channels and proven ability to manage them effectively, including Facebook, Twitter and Youtube.
- Experience of developing and implementing social media strategies and plans.
- Experience of measuring social media impact and reporting back on results.
- Excellent project and time management skills.
- Self-starter who can take initiative and can work independently and as part of a team.

*Desirable skills, knowledge, experience:*

- Experience or knowledge of campaigning.

## **If you are interested...**

If you are interested, please email us with answers to 3 key questions to [icchangeuk@gmail.com](mailto:icchangeuk@gmail.com) by **Wednesday 12 January at 5pm**.

- Why are you interested in the role and the campaign? (Up to 300 words).
- Tell us briefly about your background and why you think you'd be a good fit for the role. (Up to 300 words).
- Have a look at [the website](#) or our Facebook or Twitter ([@ICchangeUK](#)) and tell us one idea you have to take this campaign forward. (Up to 300 words).

## **The process**

Not knowing the process and timeframe isn't fun. Make sure to read our joining the IC Change team (PDF version [here](#) or Word version [here](#)) for more about how we work and what to expect from applying.

## **If you have any questions**

If you have any questions or concerns about the role or process, do get in touch via email on [icchangeuk@gmail.com](mailto:icchangeuk@gmail.com) or call us on 07444655421. This phone is a campaign phone so will only be on between 9am and 7pm Monday - Friday. If we miss your call, we will do our best to call back as soon as we can.