

CHOOSE LOVE

Job Title: Social Media Content Creator (Freelancer)
Reports to: Social Media Content Creator
Location: London - split between our pop-up shop on Carnaby Street and our office in Old Street, with some wfh available
Contract: Freelance, temporary: 4 days per week for two months (26 October - 24 December)
Salary: £280 per day

About Us

Choose Love does whatever it takes to provide refugees and displaced people with everything from lifesaving search-and-rescue boats to food and legal advice. We get emergency aid and life-changing support directly to displaced communities, fast.

Since we started in 2015, 10 years ago, we've supported more than 9.1 million displaced people, and worked with over 620 local partners across 51 countries to provide vital humanitarian aid like food, water, safe shelter, medical support, education, and so much more. We are powered by our vision of a world that chooses love and justice every day, for everyone.

About the Choose Love Shop

The Choose Love Winter Shop is one of our flagship fundraising moments of the year. Since 2017, we've brought the experience to iconic locations across London - from Regent Street to Carnaby Street. Each year, the Winter Shop brings together the public, brands, talent and communities to raise vital funds to support displaced people around the world. Last year's Winter Shop raised over £1.1 million to support our work!

At the Choose Love Winter Shop, visitors can buy essential items for refugees and displaced people, from hot food and children's coats to life-saving medical care and their purchases help provide vital support to communities that need it most.

Role Purpose

This role supports our Comms and Digital team in driving income, expanding audience reach, and maximising engagement through compelling storytelling.

You will support the Comms and wider Partnership teams to develop content that promotes our Choose Love shop. As well as supporting the wider team with other content requests that drive engagement and fundraising on our social channels.

The role will turn Choose Love's mission into powerful digital content that spotlights our partners' work and empowers displaced communities and their stories.

Roles and Responsibilities

- **Content Production:** Produce high-quality, engaging and original content across our key social media platforms that drive donations to our Choose Love shop both online and in-store.
- **Reactive Content:** Translate complex humanitarian updates and reactive news into accessible, educational graphics
- **Copywriting:** Write platform-native captions and scripts that maintain Choose Love's tone of voice
- **Content Ideation:** Be proactive in coming up with content ideas that drive fundraising through organic and paid channels
- **Partnerships:** Coordinate with staff, talent and other brands to produce collaborative social-first reels and TikTok videos
- **Technical Skills:** Proficient in design tools such as Canva, Adobe Creative Suite, Figma or similar.
- **Brand:** Ensure brand consistency across all content and maintain the Choose Love tone
- **Community management:** Support with monitoring Choose Love channels daily, responding to enquiries, sharing stories and escalating where necessary
- **Ethical Storytelling:** Commitment to embedding an equality, diversity and inclusion lens in all your work.

Person Specification

About you

We're looking for someone confident, energetic, creative, and passionate about social media. The successful applicant will have strong storytelling and filmmaking skills, know Instagram and TikTok backwards, and will be bursting with innovative ideas.

You'll genuinely care about Choose Love's work and can communicate that passion effectively in person and on our channels.

Essential Criteria:

- Passion for and vast experience creating social content for brands
- Excellent filmmaking skills and proven ability to edit using different software
- Demonstrable experience growing social media channels, creating viral content and driving income
- Strong understanding of social media analytics and ability to use insights to consistently adapt and improve content
- Demonstrable ability to manage multiple priorities and meet tight deadlines
- Strong interpersonal skills and excellent communicator with a wide range of people, including talent, staff and members of the public
- Flexible and happy to work out of hours when necessary
- Experience working with and collaborating with talent
- Passionate about refugee rights and knowledge of humanitarian work

People are at the heart of what we do, so you will work with a variety of colleagues and partners in the role.

Pre-employment checks

Employment with Choose Love will be subject to the following checks prior to your start date:

- receipt of two satisfactory references
- a satisfactory Disclosure and Barring Service (DBS) check

Choose Love is committed to building an inclusive and diverse organisation and welcomes applications from all sections of the community. If you need us to make an adjustment or provide additional support as you apply for a role, please email people@choose.love to discuss in further detail.