

## **Role Description – Social Media and Communications Manager**

**Location:** Home based

**Contract Type:** Freelance Contract (1 year fixed term contract)

**Salary:** £165 per day (2.5 days per week)

**Reporting to:** Chief Executive Officer

It Gets Better UK envisions a world where all LGBTQ+ youth are free to live equally and know their worthiness and power as individuals. Our mission is to share the stories of LGBTQ+ individuals and provide uplifting and affirming messages to LGBTQ+ youth. Established in 2010 in the US, the It Gets Better Project has expanded globally, with It Gets Better UK officially launching in October 2018.

As we transition from a volunteer-led initiative to a dedicated core staff team, we are seeking a passionate Social Media and Communications Manager to drive our online presence and community engagement.

As the Social Media and Communications Manager, you will be responsible for developing and executing our social media strategy to enhance our online presence, engage our community, and amplify our impact. You will work closely with the CEO and Volunteer co-ordinator to align communications efforts with our broader organisational goals.

### **Key responsibilities**

#### **Social Media Strategy and Planning**

- Implement a comprehensive social media strategy to increase brand awareness and engagement.
- Create and manage a social media calendar, ensuring regular and relevant content across all platforms.
- Monitor trends in social media and adapt strategies to stay current and effective.

#### **Content Creation and Management**

- Produce high-quality, engaging content for social media channels, including graphics, videos, and written posts.
- Collaborate with team members and external partners to gather and curate content that aligns with our mission.
- Ensure all content reflects the values and voice of It Gets Better UK.

#### **Community Engagement and Growth**

- Engage with followers, respond to comments and messages, and foster a positive and inclusive online community.
- Identify opportunities to collaborate with influencers, partners, and supporters to expand our reach.

- Outreach to individuals and organisations, to encourage more It Gets Better stories to be told.
- Implement strategies to grow our social media following and increase engagement rates.

### **Analytics and Reporting**

- Track, analyse, and report on social media performance using analytics tools.
- Provide regular reports to the Board on key metrics, insights, and recommendations for improvement.
- Use data-driven insights to refine and optimise social media strategies.

### **Communications**

- Drive other external communication channels, such as newsletter, blogs and press outreach.

### **Collaboration and Support**

- Work closely with the Volunteer Co-ordinator and other team members to align social media efforts with overall business goals.
- Provide support for online events, campaigns, and other initiatives as needed.

### **Qualifications and skills**

We are looking for individuals who are passionate about supporting LGBTQ+ youth and can bring the following skills and experience:

1. Proven experience in social media management, preferably in the nonprofit sector or LGBTQ+ advocacy.
2. Strong understanding of social media platforms, trends, and best practices.
3. Excellent written and visual communication skills, with the ability to create engaging content.
4. Proficiency with content creation tools, such as Canva and Adobe.
5. Experience with social media analytics and tools for tracking and reporting.
6. Creative thinker with a passion for storytelling and community engagement.
7. Ability to work independently and manage multiple tasks and deadlines.
8. Commitment to diversity, inclusion, and the values of It Gets Better UK

### **Benefits**

- Opportunity to make a meaningful impact on the LGBTQ+ community across the UK.
- Flexible working arrangements and the ability to work remotely.
- Collaborate with a passionate and supportive team dedicated to making a difference.

We want to ensure that people are able to fully engage with our mission. Innovative thinking is at the heart of this and we are looking for dynamic individuals who will help shape the future and support the delivery of the organisation.

It Gets Better UK is committed to safeguarding and promoting the welfare of those who engage with us. The successful candidate will be subject to reference requests and an Enhanced Disclosure and Barring Service check.

We are dedicated to promoting equality, diversity, and a culture that values difference. We welcome applications from all qualified candidates, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation. To minimise unconscious bias, we conduct anonymised shortlisting.

If you require any adjustments to our recruitment process to enable you to apply, please contact our CEO at [alex@itgetsbetter.org.uk](mailto:alex@itgetsbetter.org.uk). We are committed to providing reasonable adjustments to ensure all applicants have a fair opportunity throughout the recruitment process.