

# CHOOSE LOVE

## Social Content Creator

**Reports to:** Director of Communications

**Location:** London, office-based minimum 3 days per week - Hybrid working practices in place

**Contract:** Permanent

### Overview:

Choose Love is a fast-paced, agile, ambitious organisation supporting displaced communities globally.

Sharing human stories of forced displacement, highlighting the life-saving work of our partners, and raising funds are at the core of what we do.

We are seeking an energetic, creative, passionate social media lover and content creator. The successful applicant will have strong storytelling and filmmaking skills, know Instagram and TikTok backwards, and be keen to develop and establish a new supporter base on other channels as the social media landscape changes.

If you are bursting with new ideas, care about supporting displaced communities globally, and have a passion for using popular culture and trends to drive social change, we'd love to hear from you!

You don't need to have experience working in social media in the charity sector, but you do need to have demonstrable skills in creating engaging content, growing followers, working collaboratively and converting engagement to donations. The perfect candidate will also have excellent copywriting skills and be good at juggling competing priorities.

### Key Responsibilities:

Content creation:

- Create engaging content on Instagram, resulting in achieving engagement and growth targets.
- Create and post high-quality reels on TikTok, gaining followers and engagement and working towards engagement and growth targets.
- Use trends and popular culture to share the Choose Love message.
- Convert high engagement on socials to donations, working with the Director of Communications to reach fundraising targets.
- Scope out opportunities to establish and grow new social media channels.
- Use data to analyse impact and engagement, and continue to create content that resonates with audiences.
- Share stories of forced displacement, highlighting powerful moments from our local partners.
- Create educational posts informing the audience of our partner's work in different protracted contexts of forced displacement.
- Share posts sharing thought leadership on issues of forced displacement, as well as local and international advocacy, and respond to UK, European, and US asylum policy where appropriate.
- Create content for brand collaborations and partnerships, including generating sales for CL merch and products.
- Create compelling content to drive donations to our:
  - Choose Love Shop
  - Regular giving
  - Emergency Fundraising appeals
  - Community Fundraising
  - Partnerships with corporations and business

**General:**

- Be proactive in storytelling and work with the Programmes team to identify and platform compelling stories from our partners globally.
- Ensure brand consistency across all content by adhering to brand guidelines and maintaining a cohesive tone and style.
- Support on paid advertising campaigns as/when required
- Monitor all Choose Love channels daily, responding to enquiries, re-sharing relevant stories and escalating where necessary
- Share out-of-hours monitoring duties as part of the wider team, and on occasion, work out of hours for reactive/urgent posts
- Commit to Choose Love's values and code of conduct and work to improve the lives of forcibly displaced people worldwide.
- Commit to embedding an equality, diversity and inclusion lens in all your work.
- Maintaining knowledge of changes to social media platforms and informing the team when relevant

## Essential Criteria :

- Passion for and experience in creating content for social media platforms
- Excellent filmmaking skills and knowledge of In Shot or equivalent editing software
- Excellent storytelling skills and ability to identify powerful stories
- Excellent copywriting skills, with the ability to share nuanced messages and keep a consistent organisational tone
- Excellent attention to detail and proofreading skills
- Demonstrable experience in creating viral content for Instagram
- Demonstrable experience in growing social media channels
- Demonstrable experience in driving donations through social media platforms
- Demonstrable experience in using trends and popular culture to create engaging content
- In-depth knowledge of Instagram and TikTok's features, trends, and best practices
- Strong understanding of social media analytics and tracking tools.
- Experience in running paid social media advertising campaigns on Meta and TikTok.
- Proficiency in design tools, such as Figma, Adobe Creative Suite, Canva, or similar.
- Highly creative, with a keen eye for visual aesthetics
- Demonstrable ability to manage multiple priorities and meet deadlines.
- Excellent listening skills with the ability to absorb feedback and work effectively as part of a team.
- Strong interpersonal skills, cultural sensitivity and ability to work effectively in a diverse, multicultural environment.
- Flexible and happy to work out of hours when needed
- Commitment to Choose Loves values and working to improve the lives of refugees and displaced people around the world
- Committed to embedding an equality, diversity and inclusion lens in all your work

## Desirable Criteria:

- Working knowledge and understanding of issues that refugees, asylum seekers and displaced people face

## Application Process

- The closing date for all applications is **5th February 2025**
- Interviews will take place on the week commencing **17th February 2025**

## How to apply

Candidates are invited to apply by sending their CV and a cover letter stating how you meet the criteria for the role to [people@choose.love](mailto:people@choose.love) by **5th February**.

### **Pre-employment checks**

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

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

Choose Love is committed to building an inclusive and diverse organisation and welcomes applications from everyone. If you need us to make an adjustment or provide additional support as you apply for a role, please email [\*\*people@choose.love\*\*](mailto:people@choose.love) to discuss this in further detail.

**Salary Range: £48,000 - £55,000**