

JOB DESCRIPTION

Job Title: Social Media Content Officer

Department: Social Media

Salary: Volunteer

Hours: 4 hours (Saturdays 14:00-18:00) plus some home working throughout the week as required

Location: Bethnal Green

Responsible to: Social Media Manager

Contract length: 3 month minimum term

About TLC

The Trans Legal Clinic is the first trans-led specialist gender identity legal practice and registered charity in the UK. The mission of the Trans Legal Clinic is simple; we provide free and accessible legal help to transgender and non-binary people in need. Our overarching vision is a society where all people have access to the legal resources required for gender self-determination and where gender diversity is not just accepted but embraced, with trans* people equipped with the necessary legal tools to navigate the world in their affirmed gender.

Service Introduction

The Social Media department is integral to our organisation. The social media team works together to create informative and entertaining content to build a community around the Trans Legal Clinic. We have assisted over 70 clients since October 2023.

Our Social Media department is made up of committed Social Media Content Officers, working under the Social Media Manager.

Key tasks and responsibilities

Design and Content Creation

- Be adept and comfortable using Canva, with an eye for design.
- Create engaging and eye-catching posts and content for Instagram, TikTok, LinkedIn.
- Write engaging captions and copy for social media content to drive engagement across social media channels.

- Confident using video editing software and a willingness to learn new editing software as and when required.
- Write and edit scripts for video posts.

Teamwork

- Engage with assigned tasks and support other volunteers in the social media team.
- Keep your fellow volunteers and manager updated on your content creation and any issues you encounter throughout the process.
- Set out to reach team performance targets.
- Attend team meetings and contribute to discussions.
- Be respectful to colleagues and support good communication between all stakeholders.
- Work with caseworkers to create content for specific raised issues.

Research and Outreach

- Create resources for the organisation and those seeking information on our website in a digestible way.
- Reach out to other organisations, especially those that work with trans* people, to collaborate and share knowledge and resources.
- Conduct research into relevant topics and how they affect trans* and gender diverse people.

Review

- Review and evaluate own performance to identify strengths and areas for development.
- Undertake development and training opportunities.

General

- Adhere to Trans Legal Clinic's Policies and Procedures at all times.
- Cover for other members of the team and department as necessary.
- Be proactive in reviewing and evaluating own performance and identifying upon areas for improvement and development.
- Undertake any other duties compatible with the level and nature of the role and/or reasonable duties required by more senior members of staff.
- Attend and participate in external meetings and briefings as required.

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the Trans Legal Clinic. The post holder will be expected to undertake other duties as appropriate and as requested by their line manager.

Person Specification

Please complete the application form. In the 'Supporting Statement' section, please explain how you fulfil each of the points in order they appear.

Essential criteria are those that are required in order to succeed in the role. Desirable criteria are those that would be beneficial to the candidate in this position.

Requirements	Essential	Desirable
Education, Qualifications and Background		
1. Relevant educational qualification (e.g. Bachelors), or extensive recent experience of working in marketing or social media		X
2. Certificate and/or training in trans* awareness		X
Experience		
3. A commitment to trans* rights and a keen interest in working with trans* people	X	
4. Experience of content creation and/or working in marketing or social media		X
Knowledge, Skills and Abilities		
5. Knowledge of social media	X	
6. Knowledge of the issues confronting trans* people and financial needs of the trans* community	X	
7. Strong interpersonal, communication and presentation skills. Ability to build and maintain relationships with community organisations and voluntary sector organisations	X	
8. Proficiency in Microsoft Office packages, especially Teams and SharePoint, with strong IT and administration skills		X
9. Ability to work with social media team to develop outcomes and actions to boost engagement	X	
Values		
10. Commitment to supporting and improving the wellbeing of trans* people, maintaining an audience-led approach to social media strategy	X	
11. Commitment to equal opportunities and upholding and complying with Trans Legal Clinic's Equality, Diversity and Inclusion policy in all aspects of your	X	

work, promoting its principles amongst colleagues, services users and other members of the community		
In addition		
12. Willingness to work in a flexible way, including some out of hours remote working as required to meet the needs of the service, as well as events and networking opportunities	X	

Equity, Diversity and Inclusion

The Trans Legal Clinic strongly believes in the value of lived experience, and we encourage applications from individuals who bring unique perspectives shaped by their experiences. For this role, this includes trans* and gender diverse individuals and those who have experienced homelessness and housing insecurity.

We recognise that some communities are underrepresented within our organisation. We particularly encourage applications from trans* people of colour, trans femmes, and trans people with experience of seeking asylum and refuge.

As part of our commitment to equity, we offer a Guaranteed Interview Scheme for disabled candidates who meet the essential criteria for the role. Additionally, in line with our requirements under the Equality Act 2010, we will provide reasonable adjustments at all stages of the recruitment process and in the workplace. Please ensure you list any reasonable adjustments you will require in the application form.