

Community

TRAUMA CONFERENCE UK

JOB APPLICATION PACK

Role: Social Media & Digital Content Executive

Hours: Up to 4 hours per week

Responsible to: The Director

Pay: £15.00 per hour

Location: Remote

ABOUT COMMUNITY TRAUMA CONFERENCE UK

Community Trauma Conference UK was established in 2021 as a not-for-profit conference organisation focusing specifically on trauma and healing within black, Asian and minoritised communities.

We create an annual conference platform for mental health practitioners, researchers and other professionals to share their best practice, research and diversity of thought with the wider mental health profession and beyond. Our aim is to provide practitioners and organisations with the insight and skills to engage more effectively with communities of colour.

Annually, we bring together a diverse range of voices, covering the most relevant, timely and important mental health concerns in our communities, and give space for new and emerging research. Creating a space where researchers, practitioners and professionals can come together to exchange ideas and network.

At the heart of our conferences is our communities. With our lens focussed on how we can best support them on their path to healing.

www.communitytraumaconf.com

ABOUT THE ROLE

We are looking for a Social Media & Digital Content Executive to join us on a self-employed basis for up to 4 hours per week.

Working closely with our Director, you will support us in designing digital content across our social media and other platforms to promote our annual October conference. We are looking for someone with a creative flair that can produce original and engaging visual content. They will play a key role in contributing to the overall look of our conference brand's identity.

The Social Media & Digital Content Executive will also manage our social media platforms.

KEY RESPONSIBILITIES

Social Media

- Manage and development of our social media platforms (Twitter, Instagram & LinkedIn) including planning and posting.
- Develop social media strategies to grow our pages and create brand awareness.
- Increasing engagement and driving traffic to conference ticket sales.
- Standardisation of visuals and information across all platforms.
- Keeping on top of the latest social media trends, developments and algorithm changes.
- Responding and engaging with audiences on all platforms - maintaining the highest standard of communication.

Digital Content

- Producing original and engaging visual content for our digital presence across our social media platforms.
- Creating publicity material for our annual conference, including ad's, flyers, sponsorship and exhibition brochures.
- Working closely with the Director on the overall strategy; looking into content performance and contributing new, innovative ideas.

Website Management

- Overall website management (training will be provided).
- Ensure all visual and website content adheres to appropriate policy and legal requirements, and that necessary checks are completed before publishing.

KEY REQUIREMENTS

- Experience of managing social media platforms.
- Experience of producing original, creative and engaging visual content.
- A thorough understanding of social media platforms such as Twitter, Instagram, LinkedIn and Facebook.
- The ability to write crisp, concise and engaging copy for social media posts.
- The ability to respond and engage with audiences on all platforms.
- Strong attention to detail.
- Excellent verbal and written communication skills.
- A self-starter with the ability to work collaboratively and autonomously.
- Knowledge of social media analytics.
- Flexibility and ability work to tight deadlines.

Desirable

- Previous experience of designing visual content for conferences and or events.
- An understanding of the concerns relating to mental health in black, Asian and minoritized communities.
- Knowledge/training in counselling, psychotherapy or psychology.

RENUMERATION

The remuneration for this role is £15.00 per hour - for up to 4 hours per week.

Reasonable expenses will also be paid. This role is on a self-employed contractor basis and you will be required to invoice the Director monthly. The successful candidate will also be responsible for their own National Insurance payments and HMRC contributions.

TO APPLY

If you are interested in this role, please email over your CV and covering/expression of interest letter outlining your suitability, based on the key responsibilities and requirements to: info@communitytraumaconf.com.

Links to online portfolios are also welcomed.

CLOSING DATE: Friday 8th July 2022

DATA PROTECTION

Any personal data you provide (e.g., address, telephone number, employment history) will only be used for recruitment purposes and only shared with individuals involved in the recruitment.

Data will be stored securely and electronically on Community Trauma Conference UK's cloud-based IT system and in hard copy.

Data related to unsuccessful applicants will be deleted six months after the end of the recruitment period. If your application is successful and you take up the role, the information will be used in the administration of your work with us.

If you have any questions about the processing of your data, then please contact:

info@communitytraumaconf.com