



<b>Job Title</b>	Social Media and Content Lead
<b>Reports to</b>	Head of Marketing
<b>Location</b>	Hybrid working, ideally with presence at London Office (Mayfair) 2-3 days/week
<b>Contract</b>	Open to both freelance day rate or interim PAYE
<b>Salary Range</b>	c£30,000-40,000 per annum (pro-rated) 8/12 weeks / c£200-300 daily rate (N.B. if freelance will need to use own laptop, if PAYE, work laptop will be provided.)
<b>Working Arrangements</b>	4-5 days (28-35hrs) a week with some flexibility needed for occasional evenings when content-gathering at events (will be discussed and all dates mutually agreed in advance)

## Overview of the ESU

The English-Speaking Union believes every child should be able to make their voice heard. We believe that the ability to progress and to thrive in life relies on oracy - speaking and listening - skills. Our oracy, debate, public speaking and cultural exchange programmes help young people to engage with the world, to speak more confidently, and to listen to and understand different points of view.

The ESU was founded as a membership organisation, bringing together those who share a belief that better communication makes for better global understanding. Today, we have over 4000 members in over twenty branches across England and Wales who meet to socialise, gain new perspectives on the world and to help organise and raise funds for our educational work. There is also a strong international membership and global educational network.

## Job Requirements

The ESU is going through an exciting period of rapid change and development. We are reinvigorating our marketing and membership teams and relaunching our membership with a brand-new strategy in July. While we identify what roles we need in our marketing and digital comms team longer-term, we need a social media and content whizz to join us for an interim period to support us to relaunch our new membership, build our engagement and brand awareness through our social media channels (we are developing a strategy for this and know there is loads of opportunity to do things much better!), and to bring some tactical nous to create engaging new content and make the most of content opportunities we have (we are building a refreshed events programme and we work with dynamic young people who love to communicate!)

If you love social media and content, this is a great opportunity to have a big impact very quickly. You'll report into the Head of Marketing but also work closely with friendly colleagues across the organisation (our education, membership and events teams being especially key relationships). You'll also connect with our external PR agencies who are providing some bespoke support on specific projects to make sure our social channels sing the right tune. Social media will be your thing and we're keen to find a doer who has a tactical head and isn't afraid to get stuck in.

### You will definitely need to:

- Be social media savvy and enthusiastic about applying your tactical and practical skills to create bespoke and segmented content across a range of social media channels (currently LinkedIn, Instagram, Facebook, Twitter) with sharp and snappy copy and strong visuals.
- Enjoy working in a fast-paced and changing organisation and be comfortable with being the specialist in the room and advising senior colleagues on both tactical and practical challenges and opportunities.

### You might also have:

- Web design or web development skills or experience of managing/building websites in WordPress
- Specialist skills as a photographer, videographer, graphic designer, or illustrator
- Experience of hosting, running, and promoting both online and in-person events
- Experience of working in a membership organisation