

SOCIAL MEDIA OFFICER JOB DESCRIPTION

Job Title: Social Media Officer

Reports to: Assistant Director, Kieran Pereira

Location: Virtual

Hours: Flexible, 2-3 per week

Remuneration: Voluntary

About Leducate

Leducate is a legal education charity which facilitates the legal education of young people by providing curriculum materials. We support teachers to teach students about their legal rights and responsibilities by providing interactive materials and information on the law, tailored to the students. We also arrange talks and trips for students to experience relevant legal topics first hand, and we provide career support for school students aspiring to enter the legal profession.

We are seeking a Social Media Officer to help us promote our activities across our social media platforms, to engage with stakeholders and those interested in our work, and to raise our online profile.

Whilst we are not currently in a position to remunerate this position, we are invested in the career development of all our volunteers. We are committed to helping our volunteers take part in career or skills developing work, and we work closely with volunteers to ensure we facilitate their development as much as we can.

We are a friendly team and provide flexible, open arrangements that allow our volunteers to fit charitable work around busy lives.

Role description

- To be responsible for posting updates about our activities and news to all social media platforms
- To create graphics for social media posts where appropriate
- Monitor and engage on social media platforms to increase interactions
- Work with the social media team to grow Leducate's social media presence
- Contribute to broader work on SEO, marketing, branding and design where appropriate

Person Specification

Knowledge/experience

- Knowledge and understanding of using a variety of social media (we currently use Facebook, Twitter and Instagram) is necessary
- Experience with Canva/other design websites is preferable
- Previous professional experience managing social media accounts is preferable but not essential
- Professional experience of carefully considered messaging (either online or with clients) to manage a public facing brand is essential

Skills/attributes

- Passionate about public legal education and the education of young people
- Ability to commit to consistent but limited, flexible hours to undertake core duties and engage with the wider Leducate team
- Able to work effectively in a team
- Excellent communication skills to put out effective, attractive and on-brand messages