



Role Title: Social Media Manager	Name:
Reports to: Head of Social Media	Type of Role: Volunteer / Unpaid
Location: London	Direct reports: none

About Pride in London

Pride in London means many things to many people, it belongs to our community and it belongs to you; come and join the conversation!

Forty-six years since the first Pride march in London, Pride in London has a renewed sense of purpose to highlight the challenges still facing the LGBTQ+ community today despite progress. We are run by a group of volunteers who are passionate about equality and diversity and are drawn from all walks of life; together we create the UK's biggest free LGBTQ+ community event every year. Pride aims to raise awareness of LGBTQ+ issues and campaign for the freedoms that will allow all of our community to live their lives on a genuinely equal footing.

Around 150 people volunteer year-round to help us deliver what has become a world-class Pride. We welcome applications from everybody, and are especially keen to attract new volunteers from the BAME, Trans, Bi, Non-binary and Queer communities who we would love to see more widely represented in our organisation.

The Team

The Communications team are the public facing voice of Pride in London. We deliver content, PR, social media, political engagement, talent management and internal communications. Our job is to spread our message internally and externally.

The Social Media Team sits within this and oversees all social media channels including Facebook, Twitter, Pinterest, Instagram and Snapchat.

Role responsibilities

We are looking for Social Media Managers to help community manage and develop content for our channels in 2019.

Our social media channels have developed considerably over the years and we are lucky to have hundreds of thousands of the LGBTQ+ community following us. Your role will be to help

deliver a strategic plan led by the Head of Social Media team that delivers reach and engagement to our audience.

This is a highly collaborative role where you may be working alongside our PR, Content, Community Engagement and Media Partnerships team. You will also connect outside of the Communications Team, supporting key events such as our Pride Festival, and of course the Parade, which brings over 30,000 people together in the heart of London.

Your Responsibilities

This role will require anywhere between 5-15 hours per month, with slightly more in the month leading up to Pride. We have Communications team meetings on a few Saturdays in the month in Central London and this role would require your participation in these as deemed fit by the Head of Social Media. Your responsibilities will include:

- Creating content including video, images, gifs and copy across our channels
- Acting as brand guardians, learning and building on our tone of voice
- Being aware of potential crises and issues and overseeing our social listening tools
- Integrating across teams to deliver content that will support different strategic objectives
- Helping to deliver a response protocol system for queries

Who you are

Ideally you will have experience of developing content and community management from your day job and you wish to apply this to one of the biggest LGBT platforms in the country. The things we are looking for:

- Creativity - the ability to develop creative and engaging content in various social media formats
- Collaboration - a track record of collaborating with different stakeholders in the communications spectrum
- Adaptability - the ability to be flexible and adapt to the constant change in social media platforms and content to suggest new ways for us to develop our presence
- Organisation - someone who isn't scared of building a complicated content calendar that has to support various needs
- Positivity - the ideal candidate will have experience of remaining positive and bringing energy and new ideas to the team

What we offer

Volunteering for Pride in London can be a life changing experience. Alongside professional growth, our volunteers also benefit from:

- Induction and training on what it means to be a volunteer
- Meeting new people and broadening their networks
- Being part of the biggest Pride movement in the country
- Helping to develop award winning work

Provided for reference only.
Always consult current legislation in your jurisdiction to create policies and procedures for your organization.

- Social opportunities that include the UK's biggest Pride parade

Your application

Please apply with a CV and covering letter to recruitment@prideinlondon.org, indicating the job role in the email subject line.

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HR Council for the Nonprofit Sector
www.hrcouncil.ca