



LATIN AMERICAN WOMEN'S AID (LAWA) JOB DESCRIPTION

Position	Digital Media Officer
Responsible to	Development Manager
Responsible for	N/A
Salary	£29,950 full time equivalent - One year contract
Time dedication	14 hours per week
Benefits	38 days holidays (pro rata) that includes 25 annual leave, your birthday, bank holidays, and the time between Christmas and New Year's. Availability of flexible working hours upon agreement. A Perkbox account – giving you instant 24/7 access to more than 250 perks, including free drinks, cinema tickets, shopping discounts, online GP appointments, mental health support line, fitness classes, learning courses and much more.
Location	LAWA's Offices in Hackney, London.

About LAWA:

LAWA is a community-based organisation led by and for Latin American women and children in London, working to end violence against women and girls (VAWG) since 1987.

We provide a range of different supporting services: we manage the only refuge accommodations for Latin American women and children in the UK and in Europe, we run an Advice Centre to provide support and advocacy for Black and Ethnic Minoritised¹ survivors. We offer community wellbeing services such as Counselling, the Change Maker and Chavitas Change Maker programs -spaces for Latin American women and girls to share their experiences as migrants-, and the Growing Together project -an initiative to reduce isolation/risk of being isolated among elderly Latin American women-, and we do advocacy on the housing issue for BME VAWG survivors.

¹ Despite the wide use of the term BME -Black and Minority Ethnic-, we have a preference for *Black and Ethnic Minoritised* redefinition. However, for publications and documents purposes we use the acronym BME.

Job purpose:

This role is multifaceted and includes reaching out to LAWA's audiences and informing them of LAWA's campaigns, workshops, events and activities through social media platforms, as well as seeking new and creative ways to engage certain groups within the Latin American community to ensure that our services are able to reach those most in need.

The social media officer will be internet and social media savvy, with expertise in copywriting as well as basic expertise in designing content for different platforms. They must have a strong sense of LAWA's identity and reflect this in their engagement with the community.

Main Duties:

1. To contribute to the design and lead the implementation of LAWA's social media strategy.
2. Content creation – use Canva to create communications materials and posts for social media digital channels, including LAWA's website.
3. Analytics – Use FB, Twitter and Hootsuite analytics to provide reports on metrics, and continually find ways to improve on those metrics through testing and new initiatives.
4. To support service delivery and policy team staff in the creation and design of pieces for outreach purposes.

Other related duties:

1. Take a proactive & enthusiastic approach to tasks, problem solving & teamwork.
2. Take up training opportunities in areas relevant to the job with prior agreement with the line manager.
3. To work in partnership with the Development manager and any other relevant member of staff.
4. Adhere to organisational policies and procedures.
5. Actively participate and contribute to all meetings and help build and maintain healthy working relationships within the team.
6. Understand and always take into consideration the confidentiality of the information she will have access to.
7. To work at all times with the best interest of LAWA in mind and to avoid any action that may cast LAWA and/or its activities into disrepute.
8. To undertake any other duties as may be required.
9. To attend supervision and appraisal meetings with the Line manager.
10. To participate in the induction program given to new staff and voluntary workers as delegated by the Manager.

Person specification

Skills & Experience	Requirement
A minimum of 2 years of experience in comparable positions.	Essential
Excellent Communication Skills - Proficiency in both written and verbal communication – background in journalism or similar area of expertise.	Essential
Experience in social media management, content creation, and planning (including Instagram, Facebook, LinkedIn, etc.)	Essential
Good experience in Canva and visual editing.	Desirable
Good experience in website management.	Desirable
Good experience with newsletter management and platforms.	Desirable
Good knowledge of paid social media (Facebook ads, analytics and metrics).	Desirable
Understanding of issues affecting Latin American and other BME women in the UK.	Essential
Understanding of key issues within the violence against women and girls (VAWG) sector and the wider women's movement.	Desirable
Previous experience in working with volunteers.	Desirable
Excellent collaboration and team work skills	Essential
Ability to set and monitor performance standards to ensure organisational success.	Essential
Excellent organisational skills.	Essential
Adaptable and flexible in response to changing circumstances and demands.	Essential
Ability to handle online issues such as cyberbullying, angry or distressed individuals, and other challenging interactions, including occasional abusive behaviour.	Essential
Proficiency in English	Essential
Brazilian Portuguese and/or Latin American Spanish as mother tongue	Essential

LAWA aims to be an Equal Opportunities employer. In light of the nature of work and focus of LAWLA, the organisation considers the candidate's race and gender, to be an occupational requirement in accordance with Parag. 1, Schedule 9, of the Equality Act 2010.

This post is open only to Latin American and other Black and Ethnic Minoritised Women. We encourage applications from Black Latin American women as well as LGBTQ+ BME women.

Please note that this role is not eligible for work permit or visa sponsorship.

To apply please send your CV and a cover letter to recruitment@lawadv.org.uk **In the email subject, please indicate the post you are applying to.** Deadline: **30th of June 2024** – We reserve the right to close earlier if the right candidate is appointed. We encourage early applications.