



Organisation:	You Make It
Role:	Social Media Content Designer
Reporting to:	Programmes Administrator
Salary:	£12 per hour
Hours:	8 hours per month (initially, possibly more)
Contract:	12 months

ORGANISATION OVERVIEW

We're an award-winning organisation, recognised for our huge impact and innovation in transforming the life chances of young women who've got so much to offer, but who just need a little of the kind of help we provide to get there in life!

You Make It runs 3-6 month long holistic empowerment programmes for young unemployed and underemployed women from Hackney and Tower Hamlets. Our programme equips women with the confidence, professional networks, experiences, skills and attitude needed to achieve financial independence and greater integration in our ever-exciting capital. In this climate of lockdown, the women we work with, already isolated and often suffering from mental health issues, need us more than ever. We've adapted our services to deliver an essential online offering.

Year after year we prove to have real impact on our women. Our [YouTube channel](#) will give you a sense of what we do, all the amazing people and places we work with, and of the women we benefit.

We also deliver anti-racist development programmes for companies.

ROLE OVERVIEW

We are looking for a well-organised and creative individual with experience of producing professional, eye-catching content for social media. The role is suitable for a self-starter who is able to use their initiative and work autonomously.

Person Specification: (D= desirable, E= essential)

- At least 6 months social media experience in a business context, working with Instagram, Twitter, Facebook and LinkedIn (E)
- Excellent written and verbal communication, strong editing skills (E)
- Excellent creative abilities, with proven design skills (E)
- Highly organised multi-tasker who is able to take initiative and work autonomously (E)
- IT proficient, with experience of using Adobe Photoshop (E)

- Experience of creating multimedia content including GIFs and videos (D)
- Ability to think strategically and formulate social media marketing plans. (D)
- Passionate about equality, diversity and social change. (E)

Tasks and Responsibilities:

- Creating visual content for our social media accounts using Adobe Photoshop under the guidance of the Programmes Administrator
- Responding to YMI's social media marketing strategy
- Identifying the tone and style of our social media presence on different platforms
- Writing copy for social media posts
- Scheduling updates for our various accounts using on a weekly basis

This role is on a freelance basis working from home and you'll need to have your own laptop, software and internet access.

To apply, please send a CV, some relevant examples of your creative work, and a 3 minute video with an explanation of why this job is for you to luca@you-make-it.org. The closing date for applications is 5pm Friday 17th July 2020. Interviews will take place the following week, with the Founder & CEO, Senior Programmes & Partnerships Manager, and Programmes Administrator.