



# THE WOMEN IN INTERNATIONAL AFFAIRS NETWORK

Application Pack

**Social Media Manager**

**Deadline:** Wednesday 10<sup>th</sup> June 2020



Dear applicant,

Thank you for your interest in the post of **Social Media Manager** with the Women in International Affairs Network. Please ensure you read this application pack in its entirety before submitting your application.

### **Who we are**

WIAN is a digital platform disrupting the way society talks about career development, gender and youth inequality in the international sector. We're a social enterprise, and act as a resource hub and mentoring initiative for the next generation of female professionals through our programmes and tailored career and lifestyle content. Whether it be a career in international development, foreign policy, human rights or politics, our mission is to prepare and equip women with industry relevant skill-sets and knowledge to secure international job opportunities. We provide tailored career advice, connect our members with career opportunities, and through mentorship, nurture the necessary skills for a sustainable international career.

Our members have access to industry experts, forums to get answers to their burning career questions and a platform to build lasting connections. We are the number one destination for women in international affairs and have built a powerful community that spans the globe and connects women of all experiences.

### **About the role**

We are looking for a Social Media Manager with passion, experience and skills to join our team. The ideal candidate will have a creative eye with experience in producing engaging and aspirational content with an analytical mind to report on metrics to help shape the social media strategy. The primary responsibility of the Social Media Manager is to plan, implement, manage and monitor the company's social media strategy in order to increase brand awareness, improve our marketing efforts and increase our outreach. WIAN is made up of 4 teams, Operations, Partnerships, Programmes and Communications. Sitting in the Communications team, the Social Media Manager will work closely with the Content Manager to ensure WIAN has regular content going out to members and on our online platforms. Through managing our marketing campaigns, the Social Media Manager will also have some input in shaping WIAN's brand voice.

### **Key priorities for the next 12 months:**

- Developing a strategy to raise our social media profile and following including setting and monitoring KPIs and other performance metrics for the team such as audience growth; audience profile; audience engagement; engagement by content type; response rate and quality etc
- Initiating data collection strategies and incorporating digital analytics to better tailor our communications to our target market and disseminate key findings to the rest of the team
- Creating social media campaigns for our events and programmes

### **Volunteering at WIAN**

WIAN is a remote start-up, with staff volunteers based around the world, including in Africa, North America, continental Europe as well as the UK. Our staff are home-based, and most are either in full-time education or employment whilst working for WIAN. Each volunteer is motivated by their passion to dismantle gender and youth inequality in the international sector, and we accommodate their schedules through flexible working hours. Although guidance and support are provided to all volunteers from the whole team and from line managers, successful candidates will need to have a can-do attitude, with the ability to build from the ground up, good time management skills, a strong ability to take ownership of their role and thrive under a macro-management culture. Working in a start-up you will be comfortable being involved in all aspects of the business.

In this application pack, you will find the following:

- I. Job Description and Person Specification
- II. Terms and Conditions
- III. Application details

You will be joining a dedicated team of women who are committed to the career development of women in international affairs. You can find out more information about WIAN on our website, at



[www.wianetwork.com](http://www.wianetwork.com). For any further information or questions on this vacancy, please contact the Recruitment team at [recruitment@wianetwork.com](mailto:recruitment@wianetwork.com).

We look forward to hearing from you.

Best wishes,

*The Women in International Affairs Network.*



## JOB DESCRIPTION

*This section will set out your role, your duties and responsibilities.*

### Responsibilities

- I. Lead on all social media activity and manage WIAN's brand online through social activity and the creation and management of online visuals / graphics
- II. Design, create and manage promotions and social ad campaigns, being sure to integrate the company's overall marketing campaign plan and channels
- III. Work with the CEO, Communications Officer and Community Manager in developing and implementing new and innovative ways to engage with our members using original content.
- IV. Growing the number of engaged fans, followers and subscribers for each Social channel via paid and organic campaigns and ideas.
- V. Potential line management responsibilities - including managing members of the communications team, setting SMART tasks and objectives and conducting tri-annual appraisals.
- VI. Supporting the delivery of communications for our mentorship programme including assisting with adequate advertisement and promotion of the programme across our online platforms and social media
- VII. Enhancing the company's online presence through blogs, Twitter, Facebook, and other strategically relevant online properties
- VIII. Monitoring and reporting on social media posts, feedback and online reviews using Google Analytics, Twitter, Instagram, LinkedIn and Facebook analytics.
- IX. Providing regular social media metric reports and finding ways to improve on those metrics through testing and new initiatives.
- X. Reaching out to and building relations with external individuals and partners to collaborate with WIAN on specific content, resources and events.
- XI. Supporting the Content Manager to ensure a regular stream of original content is shared across WIAN's online platforms and in editing content.

## PERSON SPECIFICATION

*This section will set out the reporting structure and essential qualities for this role.*

### Reporting Structure

Leading WIAN's social media strategy, the successful applicant will directly report to the Chief Executive Officer and will work closely with the Communications Officer, Content Manager and Community Manager.

### Essential

- I. The successful candidate must possess at the minimum a bachelor's degree in IT, Marketing, Communications, English Literature/Language, Politics, International Relations, Public Relations, Business and/or Business Development or a related field.
- II. 2+ years' professional experience in Social Media, Communications, Marketing or Business Development for an international development / affairs organization
- III. A strong understanding of and commitment to WIAN's strategy, vision and values and passion
- IV. Excellent understanding of the international development landscape including knowledge of the key media outlets, international careers platforms and the barriers women face to employment in the UK and internationally.
- V. Experience of working in a virtual team or / and remote work setting in separate locations and time zones.
- VI. An excellent understanding of how to use social media marketing and management tools and analytics such as Hootsuite, SproutSocial etc to increase the visibility, profile and reputation of an organisation
- VII. Strong computer literacy skills – excellent working knowledge of Microsoft Word, Excel, PowerPoint and Photoshop
- VIII. A proven ability to use Facebook, Twitter, LinkedIn, YouTube and Instagram in a professional setting to deliver an organisation's outreach strategy
- IX. Strong numerical and analytical skills with an ability to understand and interpret data for report writing and to create strong marketing campaigns.
- X. Experience working in the different areas in which WIAN's departments are divided including in International Programmes, Operations and Strategic Partnerships and a strong willingness to work across teams and support these departments
- XI. Excellent written and verbal communication skills.
- XII. Visual accuracy and attention to detail.
- XIII. Commercially minded, with strong project management skills and the ability to manage multiple streams at once.
- XIV. Ability to plan and conduct work in an organized way with minimal supervision, can effectively deal with competing priorities and work to tight deadlines.
- XV. Strong team player skills – the successful candidate will have a positive and vibrant personality and can work professionally and collaboratively.

Desirable

- I. Experience in writing blogs and articles on topics in the development sector.
- II. Experience in creating photo and/or video content and Design/Art skills.
- III. Experience working in a social enterprise and / or a start-up
- IV. Master's degree or an advanced qualification in Social Media, Journalism, English Literature/Language, Marketing, Communications, Public Relations or a related field
- V. Line management experience



## TERMS AND CONDITIONS

This is an unpaid, voluntary, part-time position which will be performed remotely, and we actively encourage applications from candidates of all genders and level of experience. We anticipate that volunteers will spend a **minimum of 5 hours per week** on their work for WIAN, although this may be more at peak times. This will also include regular attendance to meetings with your supervisor, direct reports and teams. All volunteers are subject to a 3-month trial period, upon completion and passing, you will become an official volunteer. Commitment to this role is an expected minimum of one year.

The duties set out in the job description are not extensive, and this role will, on occasion, involve some out of hours communications and work. This role may also require the volunteer to undertake other responsibilities not outlined above which are commensurate with a role of this nature, and which have been discussed and agreed with the line manager and/or Chief Executive and Operations Officers.

The post holder must be, and remain committed to WIAN's mission, vision and values as we support, empower and equip women and female professionals at all stages of their careers.

### How to apply

To apply for this position, please send a CV and one page covering letter to us via email at: [recruitment@wianetwork.com](mailto:recruitment@wianetwork.com), with your name and ["Social Media Manager Manager"] in the subject line.

**Applications are reviewed on a rolling basis with the deadline to apply at 11:59pm BST on June 10th, 2020. The position will be filled as soon as a well-qualified person is identified. Incomplete or late applications will not be accepted.**

Due to the high volume of applications we receive, we regret that we will not be able to respond personally to applicants who are not short-listed. If you have not heard from us within four weeks from the closing date, please assume you have been unsuccessful on this occasion. Only shortlisted candidates will be contacted. We are an equal opportunities employer, and welcome applications from both men and women.

We look forward to receiving your application.

*Women in International Affairs Network.*