



## **Social Media and Media Promotions Lead**

**Bridge the gap-families in need cic is a mutual aid organisation based in Hackney set up to support families and their children in need. We aim to provide a non discriminatory service to families and their children enabling all to feel comfortable. We would love for you to join our warm and friendly team and play a part in creating our future.**

### **Purpose of the role:**

- The Social Media/ Media Promoter must be able to create marketing and social media campaigns , strategies and promote the Organisation posts on a weekly basis.
- To create engaging content for Bridge the gap's social media presence, and help to build bridge the gap's organisation including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences.
- To update all social media platforms with information/pictures etc of the work we are doing

### **Role description:**

- Promoting projects, brand, campaigns, etc.
- Manage Bridge the gap's social media channels, including instagram, Facebook, LinkedIn, Twitter, and other relevant platforms
- Engage in social media presence creation on new and emerging social media platforms
- Continually find, utilise and manage cost-effective ways of advertising.
- Research and monitor activity of other organisations- (This can help to measure social media reach and to understand trends)
- Create a database of useful resources and websites for families to access according to their needs and distribute engaging written or graphic content in the form of e-newsletters, web pages, blog content or social media messages.

- Report progress to Directors.
- Able to work on own initiative and remain motivated
- Research and communicate with community social media platforms/groups to advertise Bridge the Gap and any required roles.

**Skills required:**

- Technology Skills
- Marketing or Social Media Marketing experience
- Good Communication Skills
- Networking skills
- Customer-Service Skills
- Good attention to detail
- Great Team player
- Good organisational skills
- Reliable internet connection

The benefits of being part of Bridge the gap- families in need cic team:

- Flexible working hours
- Join a friendly, caring, non- judgemental team
- Learn new skills
- Increase your confidence and providing a sense of purpose
- Make new friends
- Showcase your talents and contribute towards building an organisation
- Connect with other organisations in the community

**Equal Opportunities**

Bridge the gap -families in need cic are committed to achieving an inclusive environment which provides equality of opportunity and freedom from unlawful discrimination for everyone who works within and accesses our organisation and services.

**Ready to apply?**

All applications are completed online. You'll answer some simple questions and upload your CV/Cover letter.

If applicants need support they will not be negatively assessed, instead helped through the process. Please get in touch.

