

Job Description for Social Media Assistant

The role of the Social Media Assistant will be to assist the Marketing & Social Media Trustee with ad-hoc tasks and campaign delivery. This remote volunteer role is a fantastic opportunity to hone your social media skills, while helping a growing charity to extend its reach and engagement even further.

You will be working with a team of social media assistants, as well as the events team. This role is varied and provides a great opportunity to be creative; from helping create graphics to promote our events, responding to messages from members of the public, to sinking your teeth into a campaign, the Social Media Assistant role offers a varied and exciting workload.

We welcome applications from minority backgrounds, particularly the queer Muslim community. The post holder would need to be based in the UK

What you'll be doing:

- Creating graphics and copy for a variety of social media posts
- Helping develop campaigns alongside the Marketing & Social Media Trustee to implement across our social media channels
- Drafting statements in response to relevant global events, to ensure Hidayah is at the forefront,
- Responding to messages on social media channels in a professional and sympathetic manner
- Monitoring engagement on social media channels; responding to messages, engaging with followers and liking/sharing relevant posts from other organisations

Who are Hidayah?

Hidayah LGBT are a UK based charity who are dedicated to supporting and empowering queer Muslims. We operate on a remote and entirely volunteer-run basis, with volunteers based around the UK. We run events for queer Muslims across the UK, from walks and cafe meet ups, to Ramadan Iftars, Pride events, book clubs, and much more. We also provide a safe online community for queer Muslims to connect and find friendships. Our core values of care, connect, and growth, are the heart of everything we do.

Despite being a small charity, we are growing year upon year. We are in the process of completing our own research, and have created bespoke trauma-informed training programmes for organisations. We want to be able to continue this vital work, and would love to have you be a part of growing our organisation even further.

Contact: hr@hidayahlgbt.co.uk if interested in applying

How much commitment is required?

We are flexible around your own schedule. As much of the role is ad-hoc, you may find some weeks you devote more hours than others, but we estimate around 2 hours per week are required on average. We appreciate that everyone's capacities differ, therefore this is something that can be discussed at the interview stage.

Knowledge and experience criteria

Essential:

- Have experience of using social media in a professional manner (Instagram, Facebook, X, LinkedIn)
- Strong content and copywriting skills; the ability to develop aesthetically pleasing graphics and appropriate, engaging copy
- Good communication skills
- Creative and proactive attitude, with a willingness to learn
- Can work well independently and as part of a team
- Organised with a good attention to detail; ability to prioritise workload and meet deadlines
- Supportive of the aims, vision and mission of Hidayah.

Desirable:

- Have experience of video editing for social media use/using video editing software
- Previous experience with creating content for charities/non-profit organisations
- Experience with using social media scheduling tools (Hootsuite) and Canva
- Willingness to
- attend in-person Hidayah events
- Awareness of issues affecting the queer and/or Muslim communities

What benefits do I get from this role?

- Contributing to Hidayah's cause.
- Development of professional and personal skills.
- Reference for your CV
- Chance to work with some amazing and passionate people

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