

## Role Description

### Freelance Social Media & Communications Co-ordinator

#### BACKGROUND

Human trafficking is said to be the greatest human rights issue of our time and is much closer than what most of think. It is hidden in plain sight and has been identified in every local authority in Scotland. We believe that everyone deserves to live in freedom with dignity and respect.

This role offers an exciting opportunity to be an integral part of the SOHTIS team, developing and delivering our communications strategy, which aims to increase awareness and understanding of human trafficking in Scotland and grow our supporter base. Our vision, a Scotland where human trafficking has been eliminated and the survivors of trafficking are valued in a caring society.

We are looking for an enthusiastic freelance communications expert who can work with our team and help us communicate our message and grow our supporter base. You don't need to be an expert in anti-human trafficking work, but you must have demonstrable experience of using digital media to effectively share a message.

#### MAIN RESPONSIBILITIES

The Social Media & Communications Co-ordinator will work with us to manage our digital media accounts, preparing and sharing content which inspires people to get involved, providing analytical insights that will shape future content and developing our following. We are looking for someone who is keen to get stuck into working within a small team, who thinks outside the box and who understands the importance of communication in engaging new and existing supporters about our work.

The role will initially be 7.5 hours/week with the opportunity to grow with success. In the first instance the responsibilities are anticipated to be split as follows:

Activity	% time allocation
Creating, posting and sharing social media content on our social media platforms	50%
Writing other promotional content, ie. website, blogs, and assisting with campaign planning	25%
Updating the SOHTIS website	15%
General administration, ie. reporting on analytics and communications activity, etc.	10%

#### ESSENTIAL EXPERIENCE/SKILLS

- Excellent written and verbal communication skills
- Demonstrable experience in the use of digital media to promote a cause
- Demonstrable experience of designing social media posts
- Experience in using a content management system
- Very organised, with good admin skills
- Highly personable and confident in creating and developing collaborative relationships with individuals and organisations

## SUPPORT & SUPERVISION

SOHTIS is committed to positive and open working relations and therefore in addition to formal work planning sessions there will be the opportunity to engage with the CEO informally on a regular basis.

## FREELANCE TERMS OF ENGAGEMENT

Reporting to	CEO, SOHTIS
Hourly Rate (£)	Dependent on experience
Location	Home working with mix of team meet ups
Term	6 months
Hours	7.5hrs/week
Flexible working	We provide flexible working arrangements to support personal circumstances.

## APPLICATIONS

To apply to join our team, please submit our anonymous Equal Opportunities Google Form, and send us your Curriculum Vitae by email along with the signed Privacy Notice to: [enquiries@sohtis.org](mailto:enquiries@sohtis.org) by 30 November 2022.

All applications will be considered and receive a written response. Interviews are planned for the week beginning 5 December 2022.

If you would like to have an informal discussion prior to submitting your application, please contact Heather Smith, [heather@sohtis.org](mailto:heather@sohtis.org) to make arrangements.