



Glitch Social Media Coordinator Job Description

Do you want to make a real difference to the lives of women and young people and help end online abuse? Join our team of awesome volunteers and help creatively communicate our work to the online world.

Employment Type

Part time, 8 - 16 hours a week

Start date

As soon as possible

About Glitch

Glitch is a small but ambitious non-profit organisation that was founded in 2017 and exists to end online abuse. We want to see an increase in digital citizenship across all online users, to instil the belief that our online community is as real as our offline one and we should all be working to make it a better place. Fix the glitch now for a safer web tomorrow.

Our Vision

We want to make the online space a safer arena for all to use, particularly women and girls. We want to stop the current tolerance of online abuse. We want to equip online users to be online leaders, active bystanders and to help fix the glitch. Read more about our vision and work on www.fixtheglitch.org. Read about some of biggest milestones [here](#).

The role

Reporting to the Communications Manager, you will be responsible for development and delivery including conception and creation of content to be used across all social media channels (Instagram, Facebook, Twitter and LinkedIn). You are a natural storyteller, with a clear understanding of different audiences across each social platform, how best to engage with them and at what frequency.

- Work with Communications Manager to define social strategy in line with Glitch's brand positioning
- Upkeep a social media content calendar, planned 1 - 2 months in advance
- Designate time to be reactive and interactive on each channel to increase our audience engagement
- Define the role of each social channel in the context of our KPIs across our three pillars: Awareness, Advocacy and Action
- Develop content to improve brand awareness & perception, increase community size and engagement for each channel
- Deliver and implement end to end process including content creation, scheduling, analysis and reporting
- Use social tools to report on and measure success to inform future planning
- Develop best practice guidelines alongside the Communications Manager
- Work closely with the campaign team to ensure social media is an active and useful channel in all campaigns
- Work with Communications Manager to plan social content in line with the wider strategic plan

- Work with our fundraising specialists on development and delivery of social media campaigns to appeal to high net worth donors
- Work with Communications Manager to ensure email campaigns link in with our social campaigns
- Work with Communications Manager to make sure social media content is aligned to wider brand creative

Experience required

- Excellent working knowledge and understanding of all social media platforms
- Ability to segment content for audiences and channels
- Proven experience of creating social media content and writing accompanying copy
- Working knowledge of content management tools e.g Buffer
- Experience working with social channels across multiple countries
- Passionate about digital human rights
- Ability to think creatively and commercially
- Speed and accuracy with attention to detail
- Excellent organisational and time management skills

To apply

Email your CV and portfolio of work to info@fixtheglitch.org with Social Media Coordinator Role in the subject line.