



## VACANCY

### Social Media Manager

#### PART-TIME FIXED TERM CONSULTANCY TO 31 DECEMBER 2023

#### **Background**

Equals Inc. is a non-governmental organisation founded in 2013 working to promote human rights, sexual reproductive health, strengthen community engagement and capacity and ensure stigma free access to services of the LGBTQ+ community. We strive to achieve this through community empowerment, education, networking and rights-based advocacy.

Equals has done its best to maintain a presence on Social Media to engage with the community since before its registration in 2012, via Facebook. This was in the form of a page and a group that was set up for the group individuals who were a part of the support groups at the time. Equals then joined both Twitter and Instagram in April 2016, the latter is now utilised the most for engagement.

Equals has had various projects over the years that have contributed to the management of our social media platforms and produced various campaigns of varying success (such as Look Muh Here and Generation WE), but have never been continuous, resulting in mixed engagement rates over the years. Equals would like to bring on a consultant in the form of a Social Media Manager to maintain and improve its online presence and advocacy efforts.

#### **The Role:**

This is an exciting opportunity for a passionate and dynamic entry- to mid- level communications or social media professional or to join a small, creative, and influential NGO, in providing services, information, tools, and safe spaces to LGBTQ+ people that will improve their standard of living in a society that stigmatises and discriminates against them.

The Social Media Manager will be responsible for the effective planning, monitoring and delivery of a social media communications plan between now and the 31st of December 2023.

The Social Media Manager will report to the Public Relations Officer.

#### **Key Responsibilities:**

##### Social Media Management

1. Develop a social media strategy with the aim of increasing awareness of the organisation and the services it offers, as well as promote and advocate for the wellbeing of LGBTQ+ people
2. Analysing the organisation's social media strategy and offering quarterly reports to the management and executive teams, outlining any necessary changes to the overall plan
3. Creating captivating content for the organisation's social media sites, which may include writing blogs, articles, posts and multimedia content
4. Staying up-to-date with the latest social media trends and digital technologies



5. Assist the Site Manager and Administrative Assistant with the management of the websites
6. Liaising with staff and volunteers for feedback and contributions to the social media strategy

#### Communications

1. Assisting the Site Manager and Admin Assistant in monitoring and responding to client queries, comments and social media posts
2. Assist in supervising a volunteer social media team and guiding junior members.

#### **Skills and Competencies**

We are looking for someone with demonstrable experience working in a relevant sector in an international context who can demonstrate:

#### Experience:

- in working with various social media platforms
- engaging people online who may comment or direct message the organisation
- discussing and engaging people online on sensitive subject areas related to marginalised groups (especially LGBTQ+ people)
- developing social media strategies

#### Knowledge and understanding of:

- Social media trends and digital technologies
- How to engage with followers on various social media platforms
- How to bring online traffic to social media pages and websites
- HIV and STIs, and provision of PrEP and ART
- The diversity of the LGBTQ+ community and how stigma and discrimination affect their physical, mental, and social economic wellbeing
- Monitoring and Evaluating practices
- Computers and relevant operating systems and software programs
- SEO, web traffic metrics and keyword search

#### Personal qualities/skills

- Design digital content in the form of posts and stories to a high level of quality
- Commitment to Equals' mission to advance the human rights and wellbeing of LGBTQ+ people
- An open, adaptable and detail-oriented approach to delivering high quality services in collaboration with others
- Excellent written and oral communication skills, and able to convey complex issues to audiences with differing levels of knowledge
- Good networking skills to form relationships with influencers and other key players
- Strong interpersonal skills, confidence working as part of a team and a proven track record of effective stakeholder relationship management
- The ability to think strategically and creatively
- Good time management and problem-solving skills
- Flexible working hours (opening hours of the community site are dependent on the times services are provided)



### Terms and Conditions

- This role is part-time time, on a fixed-term basis until 31 December 2023 (with possibility of extension contingent on funding)
- The consultancy is \$2,000 p.c.m.
- The post-holder is entitled to standard annual leave plus bank holidays
- The post-holder will be managed by the Public Relations Officer
- The post-holder will be based out of The Safe Space, Wildey, St. Michael, but will have the flexibility from working from home, coming into the office when necessary
- 20 hours of work a week, flexible hours that are agreed on between the Public Relations Officer and the Executive Director
- The post-holder must possess the right to live and work in Barbados for the period of the contract
- Start date: June 1<sup>st</sup> 2022

How to apply:

Email your CV and a two-page maximum covering letter explaining:

(i) your interest in the role of Social Media Manager, and

(ii) your relevant experience as per the skills and competencies outlined above.

to [info@equalsbarbados.com](mailto:info@equalsbarbados.com) with the title **Application: Social Media Manager**

If you have any queries relating to your application, you can also use this email, titling your communication: "Vacancy: Social Media Manager".

Closing date: 20th May 2022. Interviews: via Zoom, week commencing 23th May 2022.