



## **Enough! Scotland Social Media Worker Brief**

### **Overview and Role**

Enough! Scotland is a small collective working with big themes of degrowth and decolonisation. Our delivery work now needs someone with the know-how to enhance and cultivate our social media presence. We're looking for a freelancer who can work closely with collective members to create engaging social media content and keep our social media channels active and relevant.

As well as having the kind of good sense of humour needed to work with a small highly-idealistic team - you'll be the kind who can seek out new social media avenues and ways of connecting with wide ranging audiences. You'll be able to commit to fifteen hours a week for three months with option to extend if it's working out.

Enough! Scotland promotes pluralism and is committed to providing an environment free of discriminatory practices. We welcome applications from all and no individual shall be discriminated against because of their actual or perceived age, race, class, disability, marital status, gender identity, religion, or sexual orientation. Applicants should be based in Scotland.

We are committed to providing equal opportunities for everyone regardless of their background. We acknowledge that people from certain backgrounds are under-represented in progressive movements and we're committed to doing what we can to correct this. We are particularly keen to receive applications from women; black people and people of colour; people with disabilities; people who identify as being LGBTQIA+; people with mental health conditions; people who identify as neurodivergent and people who identify as working class or have done so in the past.

### **Essential Skills**

Excellence around the major social media platforms that we are currently using and want to use better such as, Canva, Mailchimp. Facebook, Twitter and Instagram. Experience and knowledge of additional social media platforms are also very welcome, as is an understanding of digital marketing.

You will have ability and experience in creating and implementing digital media strategies.

We need someone who will create conversation and dialogue around our work, engaging new audiences and cultivating current ones.

We are looking for someone with writing skills and a visual sensibility. You should feel comfortable traversing from text, audio, and video content. You should also be committed to making content as accessible, inclusive as possible.

We will want someone who is able to manage with our broad range of content output and is able to coordinate and schedule social media content around this.

## Key Responsibilities

- ▣ Oversee Enough!'s social media channels, including Twitter, Instagram, Facebook and other relevant platforms such as our Mailchimp/newsletter;
- ▣ Keep our website aligned with our wider social media presence and up to date;
- ▣ Design and deliver social media plans, so that our external communication is accessible, effective, easy to understand and can translate offline;
- ▣ Create social media presence on new and emerging social media platforms;
- ▣ Make accessible and inclusive content that promotes audience interaction, increases audience presence on the Enough's website, and encourages audience participation;
- ▣ Attend regular Enough! meetings to understand and highlight the ways social media can increase the impact of our work;
- ▣ Assist Enough! members with large projects, events and community management;
- ▣ Work as part of a team to develop large social media campaigns from time to time;
- ▣ Analyse and report audience information and demographics (including how we can do better to reach those we aren't), and success of social media projects;
- ▣ Propose new ideas and concepts for social media content;
- ▣ Contribute to wider communication strategies and plans for Enough!;
- ▣ Reflect the ethos and politics of the collective – you get our culture.

**We're looking for a freelancer with a great mix of skills and who'll be able to work with our collective's culture. Someone who has:**

- ▣ A commitment to the goals and ideals of Enough!
- ▣ Experience of social media management, marketing and delivery
- ▣ Strong writing and editing skills
- ▣ A desire to flex their creativity across social media
- ▣ Technical skills and knowledge to make best use of apps and tools
- ▣ A commitment to collective working.

## Working Arrangements

Initially, we're looking for someone for three months, with the possibility of extending this by mutual agreement. We're exploring how to bring in new people to support our work and want to be upfront about what this will mean for you and what you might expect.

As we work mainly through Slack, you should be familiar (or able to become so) with this platform.

Please note, you should have access to your own equipment such as a desktop or laptop and to work space, at home or elsewhere to enable you to undertake the work.

We'll agree some helpful metrics before you start out working with us.

## Hours & Payment

We want to commission someone to work 15 hours a week at the rate of £16.25 per hour (or £243.75). These hours can be worked flexibly to suit the candidate but may be required to change to reflect Enough!'s needs.

You will be responsible for your own payment of tax and national insurance.

Payment will be made on production of invoices monthly in arrears - though happy to discuss alternatives.

Start date to be mutually agreed based on current commitments.

### **How to apply**

In addition to your CV, please also provide either in a cover letter or in any medium you feel comfortable (ie. text, video or memes even!) a little more about you and set out your experience/interest in themes of degrowth/decolonisation. We would also be interested in learning about your experience/knowledge in working in decentralised/autonomous ways. Could you also tell us about a social media campaign (that you weren't involved in) that you loved and what you loved about it? Was it successful or not?

Please email your CV and accompanying letter or supporting media to: [info@enough.scot](mailto:info@enough.scot) by the closing date of 5pm on Friday 16th July 2021. We will confirm we have received your application by e-mail.

Please note that we are only handling applications electronically.

We hope to hold interviews on Wed 28 July 2021. Please let us know, in your cover letter, whether you would be available for interview on that date so that we can be aware, in plenty of time, if we need to make alternative arrangements for any short-listed candidates.

If you need more information before you apply, please contact us by emailing [info@enough.scot](mailto:info@enough.scot)