

## Job specification **Social-media intern**

### About Sex Matters

Sex Matters is a UK-based not-for-profit organisation. We campaign, advocate and produce resources to promote clarity about sex in public policy, law and culture. We have a singular mission: to re-establish that sex matters in rules, laws, policies, language and culture.

### Our vision

Sex matters. Organisations and the state should be clear that sex means biological sex. Being able to recognise reality in our language, rules and systems is essential to law making and enforcement, and to social organisation. It is essential to a functioning, cohesive society.

Individuals should be free to hold and express diverse beliefs, and to express themselves about sex and gender identity, without sanctions or being labelled hateful.

Debates and deliberation about how best to accommodate and respect the human rights of people with different beliefs about gender identity should be undertaken openly, based on standard principles of democratic debate, evidenced analysis and human rights.

### Our mission

We champion clarity about sex – in language, rules, laws, policies and culture, as a means to underpin everybody's human rights.

We support people to be clear about what sex means and when it matters in their own institutions, and to resist pressure towards ambiguity and dishonesty about sex, and to help them understand the laws that protect them.

We hold organisations to account for communicating and implementing clear policies, making it easier for them to do the right thing.

We campaign for laws, policies and practices that are clear about sex, and that enable people to live as they choose in relation to gender expression and beliefs about gender identity.

We work with others campaigning on this issue to amplify their work and enable more people to get involved.

We have an initial focus in the UK, but also engage internationally.

## Job brief

We are looking for a passionate and creative individual with experience in working on social media platforms including TikTok, Twitter, Instagram, Facebook and LinkedIn.

The social-media intern will assist with our strategy to extend Sex Matters' reach on digital platforms, particularly TikTok, and to reach new audiences.

You will work with our team of staff and volunteers to develop and schedule content across all our social-media channels, taking a "social first" approach to developing content that gets us out of the "gender-critical bubble".

A key project is to lead the development of our TikTok channel, shooting short-form video and generating new ideas for content.

You will also have a good understanding of how the various social channels interact for repurposing and amplifying messages to ensure content is optimised.

You will work closely with our head of marketing and press officer to ensure content is on-brand and in line with our tone, and with our social-media volunteers.

This role will be home-based, but there will be times when you are required to travel to meetings or events (usually in London but also other locations) to capture content that can be used to make engaging content posts.

You will have some existing experience of managing social-media campaigns and will be keen to learn and test ideas for connecting with audiences, targeting messages and monitoring performance.

## Job duties

### Strategy and development

- Work closely with the executive director and the head of marketing to develop our TikTok channel and content for other social platforms
- Work to increase presence on existing platforms including Twitter, Facebook, Instagram and LinkedIn
- Develop and edit short films and graphics
- Ensure brand consistency in social-media messages, including direct marketing, fundraising and advertising
- Work as part of our marketing team and contribute to creative planning meetings
- Help us to learn from what others are doing: monitor social media; provide training and guidance to other team members

## Campaign planning and execution

- Create engaging videos in line with marketing and overall organisational objectives
- Set up, launch and monitor advertising campaigns on the TikTok Ads Manager platform
- Produce and distribute engaging content in the form of ads, videos, images, captions and supporting copy

## Performance analysis and reporting

- Track, analyse and report on campaign performance
- Identify trends, opportunities and areas for improvement to enhance campaign effectiveness
- Provide reports to head of marketing, highlighting key findings, performance updates, and recommendations for optimisation

## Experience and skills

### Necessary

- Understanding of and commitment to our issue
- Experience of content creation and community engagement on the TikTok platform
- Strong understanding of Twitter, Instagram and Facebook and how they interact with each other
- Ability to capture and produce your own video content
- Good communication skills
- Strong organisational skills with the ability to manage multiple campaigns simultaneously
- Self-motivated with the ability to work collaboratively in an online team environment

### Beneficial

- Experience of TikTok Ads Manager and other relevant advertising tools
- Graphic design skills in Canva
- Strong video-editing skills, specifically in relation to TikTok content
- Strong copywriting skills
- Experience working for a not-for-profit or charity (not essential)

**This is a six-month paid internship, envisaged as being 0.6 time (three days a week or equivalent) at £1,000/month.**

**To start as soon as possible.**