



Digital Content Creator at UN Women UK

What if you could help bring gender equality to life, through the power of content creation? Your ideas have an impact. The words you write, videos you create, imagery you put out - it can all bring us one step closer to gender equality. UN Women UK is the only organisation working towards gender equality at all levels, in all areas of society. In the UK and around the world. Women's rights are being abused, threatened, and violated around the world. Progress won over decades is vanishing before our eyes.

Here at UN Women UK, we're combating this through collective action at all levels of society - from governments to corporates, communities to individuals. We're here to ensure that every woman and girl has access to safety, choice and a voice. In the UK and around the world.

But we can't do it alone. We need creative minds to translate complex topics into inspiring, motivating and actionable content that ignites change and builds communities across our digital platforms. As our Digital Content Creator, you'll be responsible for bringing those topics to life, online.

What you'll do

- Lead on the growth of our social media community, helping us to build an online community who is inspired to take collective action towards gender equality
- Develop creative content ideas around pre-determined topics and themes, determined alongside the Communications Manager
- Create digital content for our core social media platforms in a variety of mediums such as text, imagery and video posts (Instagram and LinkedIn are our growth platforms, whilst we maintain a presence on X and Facebook with the potential to expand into other platforms in the future)
- Curate and share relevant content from our online community and audience
- Document our life events (typically in London) online to share their message and purpose with our digital audience
- Engage and converse with our social media audience, including maintaining our social media inboxes, reposting and replying to messages from community
- Collaborate with partners and influencers to develop and deliver joint digital communications campaigns
- Develop rapid-responses to fast changing and emerging news stories, alongside more evergreen work
- Write copy for campaign emails and newsletters, as well as ad hoc campaign copywriting and support as required

- Write and develop occasional SEO-friendly articles for website (the Communications Manager will work with you on this, SEO knowledge is not required for this role)

What we're looking for

- An imaginative and creative thinker who is able to communicate often complex topics in clear memorable ways that capture the attention of our audience (and new audiences)
- A demonstrable understanding of how to execute social change campaigns to deliver both impact and income
- Experience in building an engaged audience through impactful content to ignite change and inspire action
- Ability to stick to brand guidelines and tone of voice - both visually and written
- Confident in using past data and social media reporting to refine and improve content to expand growth
- Strong writing skills, with a passion for telling stories to amplify women's voices
- Confidence to interview and interact with stakeholders as part of the content creation process
- Strategic thinker with knowledge of how to use social media and digital platforms to ignite change and action whilst building a moment
- An understanding of how social media fits into a wider communications strategy
- Awareness of women's rights, news and current affairs with a passion for gender equality
- Organised, timely and able stick to deadlines whilst managing multiple projects at once
- Flexible, with the ability to work occasional weekends and evenings when events/campaigns arise

What we can offer you

- Hybrid working, from home and our London office
- Free lunch & breakfast when in the London office
- Chance to develop professionally in a world-renowned organisation
- Opportunity to shape the future of gender equality
- Open to UK candidates (we are not able to offer sponsorship)
- Salary £36,000 full-time, 6-month initial contract.

We exist to take action on gender equality here in the UK. Whilst supporting the work of our UN Women family around the world. Because gender equality is an urgent issue both in the UK and across the globe.

We're here for all women and non-binary people who experience gender discrimination. We understand the intersections of gender, race, disability, religion, sexual orientation, nationality and social background. When we talk about women, we're talking about women from across those intersectionalities.

We're particularly keen to receive applications from people from the LGBTQIA community, people of colour, people with working class backgrounds and people with disabilities.