



Consultant Application Pack
Social media
and content creator
(Humanist Ceremonies)

Deadline for Applications: 09:00 23 August 2021

Role type: Consultancy

Location: Home based

Reports to: Director of Ceremonies

Fee payable: £775 per calendar month (payable upon delivery of monthly report and invoice)

Term: The initial term for this role is expected to be until June 2022, when the impact and results of the activity will be reviewed. If the initiative is successful, the role could be extended further.

Thank you for downloading this pack. At Humanists UK, our dream is of a tolerant world where rational thinking and kindness prevail. Our dedicated staff of 30 and hundreds of volunteers work hard to achieve this aim.

We are recruiting for a consultancy position of Social Media and Content Creator (Humanists Ceremonies) to work within our Ceremonies team. The role promotes Humanist Ceremonies and the work of our network of trained and accredited celebrants to families and couples looking for non-religious funeral, wedding, or naming ceremonies. The successful candidate will have a hand in delivering our social strategy, content strategy, paid social, and content creation work across existing and future channels.

You'll be an experienced, creative, practical, and dynamic social media and content marketing specialist, with a background in consumer-facing organisations or consumer brands. You'll be used to working simultaneously with a number of discrete and very different audiences and will relish the challenge of creating and delivering an effective and impactful programme of social media activity within brand guidelines and with a limited budget.

The position reports directly to the Director of Ceremonies. It works closely with the Ceremonies Marketing Officer, and Humanists UK's Communications and Development team. This is a consultancy role but the successful candidate must be available for weekly progress and planning meetings (by video) on a Monday afternoon.

To apply please complete the application form, detailing how you match the person specification on page 5. Completed forms should be returned electronically by email with the subject 'Social Media and Content Creator' to hr@humanism.org.uk by **09:00 on Monday 23 August 2021**.

Shortlisting and interviews

Candidates short-listed for interview will be notified by **17:00 on Friday 27 August**. Interviews for shortlisted candidates will be held during the week commencing **6 September 2021** by video call.

If you have any questions about the post, please feel free to contact the Director Ceremonies by email on deborah@humanists.uk - they will be very happy to talk more about the role with you.

Best wishes and good luck,



Andrew Copson, Chief Executive
More about Humanists UK

At Humanists UK, we want a tolerant world where rational thinking and kindness prevail. We work to support lasting change for a better society, championing ideas for the one life we have.

We do this because we're humanists: people who shape our own lives in the here and now, because we believe it's the only life we get. Our work helps people be happier and more fulfilled, and by bringing non-religious people together, we help them develop their own views and an understanding of the world around them.

We're committed to putting humanism into practice. Through our ceremonies, pastoral support, education services, and campaigning work, we advance free thinking and freedom of choice so everyone can live in a fair and equal society.

Founded in 1896, we are trusted by over 100,000 members and supporters to promote humanism. Our policies are informed with the support of over 150 of the UK's most prominent philosophers, scientists, and other thinkers and experts and we seek to advance them with the help of over 100 parliamentarians in membership of the All Party Parliamentary Humanist Group.

Humanist Ceremonies and our celebrant network

We pioneered non-religious ceremonies in the UK, and have been providing them to the public for more than a century.

Today we do this through a network of more than 500 trained and accredited celebrants, providing highly bespoke and authentic non-religious weddings, funerals and naming ceremonies in England, Wales and Northern Ireland, attended by more than one million people each year. We are the only explicitly non-religious provider of ceremonies.

We are at a crucial point in our history, as we seek to increase the number of ceremonies we deliver, reaching more families and couples who would like to celebrate the milestones in their lives with a humanist celebrant. As part of the strategy to achieve our ambitious goals, we are refocusing our marketing and social media activity.

The Ceremonies team consists of:

- Director of Ceremonies
- Ceremonies Training and Development Manager
- Our team of consultant trainers
- Humanist Ceremonies Marketing Officer
- Our network of over 500 trained and accredited self-employed celebrants for humanist funerals, weddings and namings

Other personnel with whom the role has frequent contact:

- Communications and Development team
- IT

Role of the Social Media and Content Creator (Humanist Ceremonies)

Key Tasks and Activities

1. Planning, executing, and evaluating social media activity to maximise awareness of all types of Humanist Ceremonies, to increase the number of ceremonies taken by our celebrant network
2. Developing and overseeing the creation of engaging and relevant content for each of our audiences, commissioning when required, for both organic and paid activity
3. Coordinating paid media activity across strategic and evergreen campaigns, tactically boosting as the opportunity presents
4. Identifying and building partnerships and strategic alliances, and supporting our celebrant network to promote their ceremonies on their own social media
5. Social listening, making sure we have our finger on the pulse of emerging trends, developments and conversations in each of our industries
6. Working with design agencies and other external suppliers to create assets and other resources.
7. Monitoring and measuring performance, suggesting solutions and ensuring content and campaigns exceed performance metrics via delivery of a monthly report.

Person Specification

These criteria are divided into essential and desirable. Candidates meeting all the essential criteria will be preferred for this post but we do not expect experience across all desirable criteria. An ability to meet at least some of the desirable criteria, however, will be an advantage to candidates.

All criteria will be measured by the means noted in the right column.

Essential Criteria

Measured (Application, pre-interview task, interview task and/or interview)

Experience of hands-on management of social media activity for a consumer-facing organisation or consumer brand	A, I
Proven track record of creativity and production of high-quality social-first content (bite-size video, imagery, graphics)	A, I
Solid understanding of the consumer targets for weddings, funerals, and naming ceremonies	A, I
Customer-focused, and able to inspire and engage audiences in our core demographics	A, I
Experienced in working with limited budgets and finding creative solutions to challenges	A, I
Used to working within brand guidelines to maintain accuracy and consistency of communications.	A, I
Analytical, able to use data to inform future plans, and to justify recommendations	A, I
Available for weekly progress and planning meetings on Monday afternoon (by video call)	I

Desirable Criteria**Measured** (Application, pre-interview task, interview task and/or interview)

Sensitivity to the complexities of Humanist Ceremonies' market sectors and audiences	I
Experience of helping shape social strategy and increasing audience engagement	A, I
Skilled at juggling various projects and competing priorities	A, I
Familiarity with all key channels, especially Instagram, YouTube, Pinterest, Facebook	A, I
Demonstrable passion for social media, social influencing and digital trends	I

Equal opportunities policy

Humanists UK is an organisation with an ethos based on Humanism, and therefore qualifies under equalities legislation as an organisation with 'an ethos based on religion or belief'.

We are a small organisation, with limited resources. Therefore, each role at Humanists UK will involve a significant amount of interaction, either with Humanists UK members, or with the general public, and in this capacity, the promotion of humanism will be expected and required of the job holder. Therefore, it is likely that 'a willingness to promote humanist beliefs and values and the aims of Humanists UK' will be an essential requirement of every role advertised.

This policy will be reviewed for each vacancy advertised, and may be subject to change, depending on the occupational requirements of each vacancy. It will remain in place until or unless the organisation has the resources to allocate roles which require no significant interaction with the general public or Humanists UK members.

Humanists UK's equalities policy is that in all aspects of employment, from vacancy advertising, selection, recruitment, training and development, and promotion, to conditions of service and reasons for termination of employment, no individual will be discriminated against on the basis of their sex, transgender status, sexual orientation, race, colour, ethnic origin, nationality, disability, marital status, caring or parental responsibilities, age, religion or belief, or any other grounds that are irrelevant to their ability to meet the requirements of a post.

Recruitment and promotion

i. Vacancy advertising

- Within financial constraints, steps will be taken to ensure that knowledge of vacancies reaches underrepresented groups.
- Where a GOR applies, this will be stated in advertisements.

ii. Selection and recruitment

- Selection criteria (job description and person specification) for any post will be reviewed to ensure that they are justifiable on non-discriminatory grounds as being essential for the effective performance of the job.
- All appointments will be strictly on merit.
- More than one person will be involved in the selection interview and recruitment process, and the most senior person will be responsible for ensuring the process complies with this policy and good practice.
- Where possible, both women and men will be involved in the shortlisting and selection processes.
- Shortlisting and selection processes will be based solely on the job description and person specification, with candidates scored against these criteria.
- Where possible, efforts will be made to identify and remove unnecessary/unjustifiable barriers and provide appropriate facilities and conditions of service to meet any special needs.