



Application Pack
Social media and content creator
(Humanist Ceremonies)

(1 day per week, flexible working)

Role type: Freelance, approx one day per week, flexible working

Location: Remote

Reports to: Director of Ceremonies

Fee : £180 per day (paid on invoicing and delivery of monthly report)

Contract: The initial term of this role for six months, when the impact and results of the activity will be reviewed. There may be the possibility to extend the role 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 37 and hundreds of volunteers work hard to achieve this aim. We have an exciting opportunity for a freelance Social Media and Content Creator to work flexibly for one day a week within our Humanist Ceremonies team.

Is this the right position for you?

The role promotes our humanist ceremonies and the work of our network of trained and accredited celebrants to families and couples looking for a non-religious funeral, wedding, or naming ceremony. 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, especially Instagram, Facebook and YouTube.

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, familiar with working within brand guidelines. 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.

You'll have a strong visual sensibility (you may have been to art school), are proficient with a digital camera for stills and short video, and have the craft skills to create eye-catching set-ups for imagery. You'll be brimming with ideas for creating inspiring and engaging content for the families and couples we want to reach, and for telling the heart-felt stories of those we have already worked with.

The position reports directly to the Director of Ceremonies, and works closely with the Ceremonies Marketing Officer, and Humanists UK's Communications and Development team. You'll also interact with our celebrants, working in England, Wales and Northern Ireland.

This is a freelance role with full flexibility about when the work is done, but the successful candidate must be available for a short weekly progress and planning meeting (by video) on Monday afternoons.

If this sounds like you, please send a **CV and a covering letter**, detailing how you match the **person specification on pages 6-7**

CV and a covering should be returned electronically by email with the subject "Social Media/Content Creator freelance role" to recruitment@humanists.uk **by 17:00 22 February 2023.**

Shortlisting and interviews

Candidates short-listed for interview will be notified by week commencing **27 February 2023**, and I regret that we do not have the resources to inform other applicants that have not been shortlisted. Interviews for shortlisted candidates will be held online.

Although the **deadline for applications is 17:00 22 February 2023**, we will be interviewing strong candidates on application, as we are keen to appoint someone as soon as possible.

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

Best wishes and good luck,

A handwritten signature in black ink, appearing to read 'Ann-Michelle Burton'. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Ann-Michelle Burton, Head of People

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 550 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 550 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

Working with the Director of Ceremonies and the Humanist Ceremonies Marketing Officer, delivering social media activity to meet our strategic goal of increasing the number of humanist ceremonies taken by our network of Humanists UK celebrants:

1. Developing campaign ideas to meet the objectives of the annual marketing plan, in addition to managing 'always on' activity.
2. Creating and producing engaging and relevant content (including photographic stills, video, branded content) for each of our discrete audiences.
3. Planning and scheduling the social media content calendar.
4. Coordinating paid media activity across strategic and evergreen campaigns, tactically boosting as the opportunity presents.
5. Supporting our celebrant network to promote their ceremonies on their own social media.
6. Social listening, making sure we have our finger on the pulse of emerging trends, developments and conversations in each of our industries.
7. Commissioning design agencies and other external suppliers to create assets and other resources, producing projects where needed.
8. Supporting the building of strategic alliances and other partnerships.
9. 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)

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|--|------------------------|
| Experience of hands-on management of social media activity for a consumer-facing organisation or consumer brand | Application, Interview |
| Proven track record of creativity: strong visual sensibility and ability to use a camera to produce stills and video for social-first content; imaginative and artistically skilled to create set-ups for images | Application, Interview |
| Solid understanding of the consumer targets for weddings, funerals, and naming ceremonies | Application, Interview |
| Customer-focused, and able to inspire and engage audiences in our core demographics | Application, Interview |
| Experienced in working with limited budgets and finding creative solutions to challenges | Application, Interview |
| Used to working within 'corporate' brand guidelines to maintain accuracy and consistency of communications. | Application, Interview |
| Analytical, able to use data to inform future plans, and to justify recommendations | Application, Interview |
| Familiarity with all key channels, especially Instagram, LinkedIn, Facebook, Pinterest, TikTok | Application, Interview |
| Available for weekly progress and planning meetings on Monday afternoon (by video call) | Interview |

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

| | |
|--|------------------------|
| Sensitivity to the complexities of Humanist Ceremonies' market sectors and audiences | Interview |
| Experience of helping shape social strategy and increasing audience engagement | Application, Interview |
| Skilled at juggling various projects and competing priorities | Application, Interview |
| Demonstrable passion for social media, social influencing and digital trends | Interview |

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.