



## Job Description

### Creative and Projects Officer

<b>Special Terms:</b>	18.5 per week, part-time 0.5FTE  Hybrid working (one day a week in our office in Manchester – We are open to flexible working patterns, such as spreading hours across five days with mornings or afternoons free or condensing them into three days.
<b>Salary:</b>	£23,319 pro rata + 10% pension (FTE)
<b>Accountable to:</b>	Communications Manager
<b>Accountable for:</b>	Volunteers
<b>Closing Date:</b>	<b>Monday, 11<sup>th</sup> November 2024 at 9am</b>
<b>Interview Date:</b>	<b>Thursday, 24<sup>th</sup> November 2024</b>
<b>Panel:</b>	Matt Belfield, Lauren Wood, Sarah Miguel

### Role Summary

LGBT Foundation is an impactful, vibrant charity with a wide portfolio of well-established services and rapidly developing new initiatives aimed at meeting the needs of lesbian, gay, bisexual and trans people. We are seeking a Creative and Projects Officer to join our Team.

The Communications Team at LGBT Foundation is a small, yet collaborative group of professionals dedicated to advancing the visibility and impact of the UK's leading health and well-being charity. The team is responsible for implementing wide-ranging communication and

marketing strategies. By leveraging various channels such as social media, websites, film, and video, and traditional media, the team strives to empower LGBTQ+ communities, amplify voices, foster positive change, and grow awareness of LGBT Foundation's range of services.

This role will provide administrative and project support to the Communications and Marketing team at LGBT Foundation. This role will work closely with the Communications Manager in planning and delivering ambitious projects and campaigns and provide design and creative support to our Creative and Branding Coordinator.

Our Creative and Projects Officer will work collaboratively with other team members, departments, and external partners to achieve project goals, and promote our life changing services.

### **The successful applicant will**

- Support the day-to-day operation of our social media channels through content creation, scheduling, and copywriting.
- Work with our Creative and Branding Coordinator to co-produce and design digital content that engages LGBTQ+ people and tells the story of our life changing, identity-affirming work and our communities.
- Provide project support to the communications team on a range of campaigns and creative activities.
- Directly report to the Communications Manager, providing regular updates on project timelines, social media performance, and creative content development.

**We are taking positive action to encourage applications from people of colour (PoC) and other racially minoritised communities, trans\*, non-binary, and/or older people (aged 50+), to improve the representation of colleagues from these communities in our staff team.**

\*Trans is an umbrella & inclusive term used to describe people whose gender identity differs in some way from that which they were assigned at birth; including non-binary people, cross-dressers, and those who partially or incompletely identify with their sex assigned at birth.

### **Role Accountabilities**

#### **Project and Campaign Support**

- Support the Communications Manager to plan, execute, and evaluate inspiring projects and campaigns.
- Provide administrative support to the communications team, including managing project schedules, production planning, and data administration.

- Support the communications team to meet project deadlines consistently, with a focus on timely and effective execution of campaigns.
- Collaborate across the organisation to integrate creative elements into a range of projects, amplifying the impact of our work.

### **Social Media and Online Projects**

- Support the Communications and Marketing Team to create, curate, and schedule engaging social media content and update our website.
- Generate and source content for e-marketing and newsletters, ensuring that each piece resonates with the target audience and adheres to the organisation's brand guidelines.

### **Design and Creative Content**

- Under the supervision of the Creative and Branding Coordinator, produce innovative and visually impactful design and graphics that authentically represent the LGBTQ+ communities and LGBT Foundation.
- Under the supervision of the Creative and Branding Coordinator, there may be the opportunity and/or requirement to utilise video editing tools and platforms to support the creation of high-quality video content that aligns with the organisation's brand and messaging strategy.

### **LGBT Foundation Accountabilities**

- Display a genuine commitment to equality of opportunity and an understanding of the issues faced by all LGBT communities. LGBT Foundation will challenge any discriminatory behaviour or language if it occurs.
- Further, LGBT Foundation has a commitment to using the insight gained through its work to make the organisation more inclusive and representative of all LGBT communities.
- Completion of specific tasks allocated through work plans, project plans and the annual business plan of LGBT Foundation.
- Provision of monthly information (accurate data and informative commentary) within your areas of responsibility for performance management purposes.
- Compliance with LGBT Foundation's policies, procedures, management and monitoring systems.
- We are a learning and development organisation and will consistently provide and support opportunities for staff to exceed theirs and our expectations. In common with all staff, you have a responsibility for drawing attention to your own training needs as well as those of colleagues that you work with that LGBT Foundation will then aim to support you with.
- Any other duties in line with your skills and abilities, as directed by your line manager.

- All staff are expected to maintain a flexible approach to their roles and respond to the LGBT Foundation's changing needs. The responsibilities of this post may be changed subject to review.. This will be done in consultation with the post holder.

This role, in common with all staff at LGBT Foundation, will be expected to display a range of competencies specific to their grade and area of work. These will be measured during annual performance appraisals, and there will be an expectation that staff will be able to evidence the ways in which they have met these competencies over the course of the year.

## Person Specification

We realise that we could miss out on incredible talent joining LGBT Foundation because someone might not see themselves in every single one of these criteria below. Please don't be put off if you feel you don't tick all the boxes below - if you think you could be great for this job, but aren't entirely sure, please apply anyway, or contact us at [recruitment@lgbt.foundation](mailto:recruitment@lgbt.foundation) with the job role as the email subject.

## Skills and Abilities

- Excellent written and verbal communication skills.
- Ability to multi-task and manage multiple relationships and projects within tight time constraints.
- Demonstrable design and creative skills using Canva/Adobe Suite, or equivalent.
- The ability to write for different audiences and communities.
- Familiarity with digital platforms, social media tools, and content management systems.

## Experience

- Demonstrable experience in communications, social media and/or marketing.
- Proven ability to produce written and visual content that is engaging, accessible, and inclusive.
- Experience of teamwork and collaborative working.
- Experience with key social media platforms and websites.
- Experience in managing busy workloads.

## Knowledge and Understanding

- Awareness of LGBTQ+ issues, health, and well-being, and a commitment to championing equality and diversity.
- An understanding of how to use social media for work, including Facebook, Twitter, Instagram, LinkedIn, and TikTok to engage others, or a willingness and commitment to learn.
- An understanding of digital and online trends.
- An understanding of creative design theories.

## Terms and Conditions

- (i) **Hours** - 18.5 per week- with occasional of evening and weekend work to support events and projects.

**We are open to flexible working patterns, such as spreading hours across five days with mornings or afternoons free, or condensing them into three days**

- (ii) **Annual Leave** – 13 Days per year – rising to 16.5 days after 5 years' service (pro rata where appropriate) – plus bank holidays
- (iii) **Probation Period** – Post subject to successfully completing a 6-month probationary period.
- (iv) **Hybrid Working** – As an organisation we follow a hybrid method of working. As a result, colleagues work from home and our centre in Manchester. Due to the nature of this role, there will be an expectation for at least a weekly presence within our Centre in Manchester. A commute would need to be self-funded so please bear this in mind if you don't live locally.

We understand that working for an LGBT organisation could impact on your identity, community, and/or culture. If you would like to discuss this or any aspect of the role further, please contact [lauren.wood@lgbt.foundation](mailto:lauren.wood@lgbt.foundation)