



In2scienceUK Social Media and Content Officer

- Post:** In2scienceUK Social Media and Content Officer
- Length of Contract:** Freelance or fixed term contract for 2-3 months July-September. 4 days a week but we are flexible on the number of days per week you can work, please mention this in your application.
- Reporting to:** Rebecca McKelvey, CEO
- Location:** Remote
- Salary:** £25,000-£28,500 pro rata

Background /Summary

In2scienceUK's aim is to promote social mobility and diversity in science, technology, engineering and maths. We do this by leveraging the skills and passion of researchers to support young people from disadvantaged backgrounds to achieve their potential and progress to degrees and careers in STEM. This year all of our young people will be on a Virtual Placement Programme which involves young people participating in research modules remotely, receiving mentoring from world class researchers and STEM professionals and completing public engagement competitions. We already have infographics, a website and content but we are seeking an experienced Social Media Officer to showcase the programme's impact and wonderful volunteers we have at this very busy time. During the summer we will need you to lead on:

Social media:

Create, edit and schedule engaging content across all social media platforms including Twitter, Instagram and linkedIn (images, videos, animations and infographics).

Use social media platforms to promote our website content and drive traffic to our website.

Monitor online content posted by others on our social media platforms and respond in an appropriate and timely manner.

Ensure our key supporters work is highlighted over the summer and thanked.
Form case studies of our students and volunteers.
Help develop, maintain and execute a social media content calendar across platforms to grow community engagement and awareness.
Contribute to the development and implementation of a social media strategy.

Website:

Help keep the website up to date by drafting copy and proofreading content to ensure it is grammatically correct and sensitive to our beneficiaries.

Email:

Support in the creation of monthly email newsletters to be sent to our subscribers.

Person Specification

Knowledge and Qualifications

Desirable:

- An understanding of STEM and the social and economic barriers that prevent some young people from progressing to higher education and STEM careers
- An interest in youth development and widening participation
- A background in STEM or research (BSc, MSc or equivalent)

Skills

Essential:

- Competent user of Social Media, Word, PowerPoint, Excel and email systems
- Ability to write clear, accurate and appealing text for different audiences
- Competent design skills and a good eye for detail

Desirable:

- Have some experience using WordPress, Mailchimp and video editing software

Personal Qualities

Essential:

- Excellent attention to detail and written communication skills
- Show respect, humility and discretion in working with others
- Highly organised and efficient, able to show initiative, prioritise tasks and be persistent

About in2scienceUK

Our mission is to support young people from disadvantaged backgrounds (on free school meals and who have no parental history of Higher Education) to achieve their potential and progress to science, technology, engineering and maths (STEM) degrees and careers to become the inventors and pioneers of the future.

To date the charity has supported over 2000 young people through an impactful programme involving STEM work placements and skills days. Working primarily in London and the South East of England, the South West and West Midlands our aim is to expand UK wide.

For more information on the work we do, please visit our website www.in2scienceuk.org

Application Procedure

Please send a short CV and three or less examples of your work to Rebecca McKelvey at r.mckelvey@in2scienceuk.org. Ensure you include your availability over the next 2 months, the number of days you would like to work and if you would prefer a fixed contract or would like to work freelance. We are a flexible working employer.

Deadline: Thursday the 2nd of July midday

Interviews: Monday the 6th of July (afternoon)