



**Baby things,
big impact.**

Job Description: Social Media & PR Officer

Salary: £37,000 FTE per annum (gross)

Contract Type: Permanent, 52 weeks per year

Location: Home based with regular visits to sites

Hours: 30 hours per week, but open to discussions about flexibility*

Additional Requirements: This role will require a DBS check.

**Many of our staff work flexibly in many different ways, including part-time. Please talk to us at interview about the flexibility you need. We can't promise to give you exactly what you want, but we do promise not to judge you for asking.*

About Little Village

Little Village makes a big difference to families with babies and young children living in poverty across London. Via our network of a baby banks, we pass on loved goods from one family to another: clothes, toys and equipment so that many more babies and young children have the essential things they need to thrive.

Families either visit a Little Village hub, or items are packed with care and delivered to their home. But it doesn't stop there. We also connect families into a wider network of support, helping them to build and extend their own 'village'. Our values of love, solidarity, thriving and sustainability underpin everything we do.

Thanks to the generous donations of loved items, precious time and money, in 2023 Little Village was able to support more than 8500 children. But the demand for help still outstripped our capacity to respond week on week. This role will play a crucial part in helping us to further optimise our stock



handling, and help us to reach many more children with the things they need.

About this role

Reports to: Senior Communications Manager

Number of direct reports: 0

Purpose of role: This multidisciplinary communications role is a fantastic opportunity for someone with 2-3 years' communications experience to further develop their storytelling and engagement skills, whilst making a big difference at a fast-paced, innovative and life changing charity.

You will have a particular passion for, and knowledge of social media, with experience of curating, managing and optimising engaging content across platforms including Instagram, Facebook, LinkedIn and X/Twitter. You'll have a strong understanding of tailoring content and channels to successfully target different audiences, underpinned with the creative flair to create thumb-stopping content.

Little Village makes a big difference to the families we support and to help make every penny count, a sound understanding of monitoring and evaluation will be vital in helping us to grow and retain our 'village'.

Key Tasks and Accountabilities

- Help to plan integrated plans and the role social media plays in delivering a seamless audience journey and consistent articulation of the Little Village brand and key messages;
- Curate, schedule and post engaging social media content across multiple platforms in support of key brand building and performance goals including inspiring stock generation, income and support from volunteers;

- Specific social media channel knowledge to ensure all content is tailored to that audience to achieve maximum impact;
- Curate powerful and engaging social copy and lead on community management across all social channels so that our audience members feel valued and part of a special community;
- Undertake analysis of social media outputs to ensure content is engaging and effective and then shape future content based on learnings;
- Source, gather and write up engaging stories from all of our villagers to help show the vital role we play and life changing impact we have;
- Support the Senior Communications Manager with ad-hoc media relations work including drafting press releases, pitching stories to media, researching media targets and reporting on results;
- Help to identify, foster and amplify key relationships with new and existing partners including influencers and journalists;
- Manage website content and be familiar with WordPress CMS;
- Other ad-hoc communications support where required.

About your skills and experience

- Minimum 2-3 years' experience in a social media focused role with experience across Instagram, Facebook, X/Twitter, LinkedIn and TikTok;
- Excellent writing ability with experience in writing content to engage a variety of different audiences in a variety of different styles - from media stories to social media posts to case studies;
- Strong relationship-building skills with staff, volunteers and journalists;
- Superb attention to detail in all aspects of your work, as well as the ability to identify potential problems and proactively resolve them;
- Great organisational skills in planning, scheduling and delivering social media content;



- Excellent ability to take initiative with your own projects, prioritise workloads and meet deadlines efficiently and effectively;
- Video editing and photoshop software experience desirable;
- Lead on paid social and paid search optimisation, including planning, scheduling and evaluating;
- Good knowledge of SEO and G4 Analytics.

What we can offer

Salary and pension

The salary for this role is £37,000 per annum FTE (this will be pro-rated to reflect your working hours if you work less than 35 hours per week and is subject to normal deductions). If eligible to join the pension, we will match your contributions by 3%.

Annual leave

You will be entitled to 25 days of annual leave plus bank holidays (these will be pro-rated to reflect your working hours if you work less than 35 hours per week). We usually give the team time off between Christmas and New Year that doesn't come off your allowance.

Hours of work

We think this role requires 30 hours per week, but we're open to discussions about flexibility. This is a 52 weeks per year contract.

Location

This role will be based at your home address, with regular travel to our hubs across London.

Contract

This is a permanent contract, starting in October 2024. You will have a probation period of 3 months.

The application process



Little Village operates in London, one of the most diverse cities in the world. We are working towards a goal where our team fully reflects that diversity and difference in lived experiences and strongly encourage applications from under-represented groups including: people from Black, Asian and Minority Ethnic backgrounds, LGBTQ+ people, people with disabilities, people with lived experience of poverty either personally or through family, experience of the care system, non-graduates and first-in-family graduates. As part of our commitment to fairer recruitment, all applications will be assessed without names and any protected characteristics.

We want Little Village to be a place where our individual differences and contributions are truly recognised and valued. We want to support people with disabilities and are fully committed to make any reasonable adjustments so that everyone can apply to this role. We are serious about working with the right candidate to make this role work for them. To read our Equal Opportunities Policy please see [here](#).

We know everyone's lives are different and that traditional working patterns may not be quite right for you. We think this job requires 30 hours per week but if you are interested in the role but cannot commit to the hours above, we are also open to discussing the hours you are able to do.

The requisite eligibility criteria, or work visa to work in the UK are a requirement for this position and unfortunately, we are not able to offer relocation and/or sponsorship support.

Please note that this position will require a DBS check.

If you need additional support with your application or interview process, then please do let us know what you need and where we can help make this accessible.

How to Apply

To apply, we would like you **to complete this [online application form](#) by 9am on Monday 2nd September 2024** Here, you'll be able to attach a CV. You will also need to respond to the following questions, using up to 500 words for each answer.

- What skills and experience would you highlight that are relevant to this role and our work at Little Village?
- How have you successfully juggled multiple priorities and what strategies, systems and processes have helped you to do so?
- How would colleagues and friends describe you? What are your superpowers and how are you still developing?
- Which of our four values; love, solidarity, thriving and sustainability resonates with you most and why?

We will be looking for concrete evidence of the difference you've made in relation to the questions we've asked: it's your chance to show us the skills and experience you'd bring to this role.

We will also invite you to complete an [anonymous equal opportunities form](#). The information contained in this questionnaire will be treated as confidential and will be used for monitoring purposes only. This information won't be seen by any person involved in the selection process for this post. It will enable us to monitor how we are doing against our diversity and inclusion commitments.

Applications should be completed by **9am on Monday 2nd September 2024**. Please note, applications not using the online application form and following the guidelines set out here will not be considered.

Key dates

Submission of application: 9am on Monday 2nd September 2024

All applications will be assessed on the match to the experience and skills set out here. We know we are asking for a lot and we are looking for your honest appraisal of where you are already high performing and where there is room for growth.

First round interview: Thursday 12th September 2024



This will be a competency-based interview with two members of the Little Village team. We will confirm who you'll be meeting as well as the location when this interview is arranged.

Second round interview: Thursday 19th September 2024

This will be a competency-based interview with two members of the Little Village team. We will confirm who you'll be meeting as well as the location when this interview is arranged.

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