



# SOIF Social Media and Web Lead

**Contract based. Remote working | Up to 10 hours per week | Living Wage (Unpaid for first 3 months)**

School of International Futures (SOIF) is a young, dynamic not-for-profit consultancy expanding quickly, focused on making the world a better place in the future and passionate about the work we do.

We are looking for an enthusiastic and energetic Social Media and Web Lead to support our work with international governments, NGOs and businesses to create better futures.

Our current work locations are London, Brussels and San Francisco; we will expect you to work remotely with scope to define your working hours. Find out more about us at: [soif.org.uk](http://soif.org.uk)

## What we are looking for

We are looking for an intern to assist with the delivery of our communications and social media strategy.

## Responsibilities

You will be responsible for pulling together newsletters, blogs, social media activity designed to improve SOIF's engagement and reach with our community of policy makers and futurists and the broader sector. The majority of work can be done remotely.

- Creating engaging content for both online and offline channels, including writing copy, and effective use of video and images
- Capturing and creating assets for future communication
- Supporting the IT lead and Comms lead in managing and developing the website and social media presence
- Building a group of potential contributors and developing a resource centre for SOIF website/online space
- Exploring the potential of engaging media coverage, and writing press releases accordingly
- Monitoring and Reporting on KPIs across all channels

## Qualifications

- Good communication skills, both written and oral, and creating effective communications material

- Passion for social media, ideally with experience of Newsletters (MailChimp), Twitter, Video Platforms (e.g. YouTube / Vimeo), LinkedIn, Facebook, WordPress
- Experience or interest in online and digital multimedia production
- High level of proficiency in Microsoft Office and Google docs/sheets
- Ability to use design software at a basic level, e.g. Adobe Indesign/Photoshop or similar,
- In possession of a computer/laptop (PC or Mac) equipped with Microsoft Office and internet
- Required: Self-starter, attention to detail and able to work to tight deadlines
- We will also consider anyone with international social media production experience (ie, not the standard 'Western' grouping of platforms)
- An understanding of strategic foresight and its use in policy/strategy is desirable

### **What we can offer to you**

Unique exposure to an international community of users and commissioners of strategic foresight; leaders, strategists and policy-makers across the public and private sector. Working closely with SOIF's Directors and Team you will gain first hand experience of foresight, engage with senior and international clients and broaden your network. There may be opportunities to attend events and meetings related to your area of interest.

### **Application**

We are looking for the right candidate who can start as soon as possible. An initial 6-month contract is preferred with the possibility for extension.

Interested candidates should submit a detailed covering letter and CV, plus any relevant writing samples and materials to: [debbie@soif.org.uk](mailto:debbie@soif.org.uk) by 6 April 2018.

Interviews will be held between 12 and 19 April 2018.