**Job Description and Person Specification: Social Media & Digital Creation Associate**

**Job Title:** Social Media & Digital Creation Associate

**Job Type:** 6 month contract (only open to people aged 18-24, currently on Universal Credit)

**Responsible to:** Chief Executive Officer

**Working hours:** 25 hours per week. Mon-Fri, 10-4 with unpaid lunch-hour (flexible if needed), Some evening and weekend work may be required.

**Salary:** National Minimum Wage

**Base:** Homeworking

**Deadline:** Application deadline is 30th May at 5pm, interviews 2nd June

**Role Overview:**

*Are you aged 18-24 and on Universal Credit?*

*Do you love social media?*

Pathfinders Neuromuscular Alliance is recruiting for a social media and digital creation associate. You would work closely with the whole Pathfinders team, developing material for us to use across social media - from graphics to hashtags. You’d follow trends, and keep them relevant to the work we’re doing, populate our social media and keep our members up to date with our work.

Pathfinders Neuromuscular Alliance is an organisation led by and for people with neuromuscular (muscle-weakening) conditions. We are hoping to employ someone with a neuromuscular condition for this role if possible but are open to other candidates. We will support you with an application to Access to Work if necessary.

As Social Media and Digital Creation Associate you will work closely with our Development Workers and support them in producing social media content for the events and programmes they are managing. You will also work on developing content for the Pathfinders website, including visual media, blog posts, and articles - supporting the existing staff team with the design elements of their tasks.

You would be responsible for checking our social media during the working week, engaging appropriately with trends, and ensuring responses are professional and polite.

You will also support the engagement officers with their events, including digital social events and the fortnightly quiz, by developing questions, helping to moderate these spaces, and encouraging the membership to participate through 1:1 engagement with the members and encouraging people to participate.

We will train you in using all software and products used by Pathfinders including Google Drive and Solve, while giving you a basic understanding of confidentiality and GDPR policies

**Person specification**

* High level of literacy in written and spoken English
* High level of literacy on social media including Instagram, twitter, Facebook etc
* Strong organisational skills
* Experience with developing social media engagement (twitter, facebook, Instagram, tiktok etc)
* Experience with writing and content development
* A commitment to supporting people with neuromuscular conditions to challenge barriers and achieve their own outcomes

**Application process**

In order to apply, please contact your Universal Credit Job Coach, giving them the following details jamie@pathfindersalliance.org.uk.

