



## Job Application Pack

**Role:** Digital Content Officer

**Responsible to:** Communications Manager

**Part-time:** 2,5 days/week (20 hours/week) for 3 months with a possibility of extension

**Salary:** £15 per hour

## About The Ubele Initiative

The Ubele Initiative (TUI) was established in 2014 as an African Diaspora led intergenerational social enterprise. Our mission is helping to build more sustainable Black, Asian and minority ethnic communities across the UK. Ubele is unique in that it was built from bottom-up and is intentionally an intergenerational organisation.

Over the past few years, we have designed and delivered a wide range of local, regional, national and international initiatives which seek to create and build community wealth.

Working with BAME led community-based organisations and groups and their community assets (people, organisations and physical space) we use social action, community enterprise development, participatory learning & skills development and next generation leadership initiatives.

As a result of our appointment as the BAME catalyst organisation for Greater London in February 2020 and through providing more strategic regional and national response to help minimise the impact of the Covid-19 pandemic on BAME community-based organisations, we now find ourselves going through a period of rapid growth and change.

[www.ubele.org](http://www.ubele.org)

## The role

The Digital Content Officer is a new post created to shape and drive forward The Ubele Initiative's online content and presence. They will be responsible for maintaining and developing Ubele's brand, identity and messaging. Working as part of the Communications Team, the Digital Content Officer proactively develops and designs content to present it in an engaging way across Ubele's existing and future digital channels. The role will key to increase awareness and understanding of Ubele's work.

### Key responsibilities:

- Produce engaging visual content for the Ubele's digital presence. This includes designing reports, flyers, programmes, presentations, visuals for social media etc. using Canva and video editing.
- Work closely with the Communications Team to produce video and photographic content and ensure that is used effectively.
- Repurpose created content for different audiences and channels.
- Upload the content to the website (SquareSpace).
- Ensure content adheres to appropriate policy and legal requirements, and that necessary checks happen before publishing.
- Manage Ubele's video and photography archive and distribute and update necessary consent forms.
- Develop, research and plan content for the Weekly COVID-19 Bulletin that reaches 3k individuals and organisations.
- Proofread and edit blogs and articles to ensure copy is written and edited to our house style and exacting standards of accuracy.
- Work closely with the Communications Team to develop content plans.
- Coordinate small-scale content projects, liaising with project managers to understand the needs.
- Evaluate the use of content and digital channels using data to drive and support decision-making to encourage innovation, feedback, analytics and testing.

### Person specification

- Excellent design and video editing skills
- Excellent written skills and verbal communication skills
- Excellent organisational and interpersonal skills
- Good website editing skills
- Experience of copywriting
- Ability to work as part of a team
- Ability to work on own initiative and to deadlines
- An enthusiastic, committed and proactive approach to work
- Ability to establish and maintain good working relationships with a wide range of people
- Not essential (desirable) knowledge of working with BAME communities

We would like to encourage applications of disabled people, Black people/ People of Colour/ BAME community members, LGBTIQ\* and people without university degrees, who bring the following competencies to apply for this position.

### **What we can offer**

- Supportive workplace environment
- Diverse, intergenerational and creative team
- Great environment to generate work experience, implement new ideas for personal growth
- Great environment to learn about equality, equity, diversity and BAME communities
- Flexible working hours

### **Application Process**

Please submit [the application form](#) by 27 January 2021.

[Click here to view the form](#)

Please fill in a monitoring form, which can be found [here](#). This will be kept separate from your application.

### **Data Protection Note**

Any personal data you provide (e.g. address, telephone number, employment history) will be used for recruitment purposes only, and only shared with individuals involved in the recruitment.

Data will be stored securely: electronically (on Ubele's cloud-based IT system) and in hard copy.

Data related to unsuccessful applicants will be deleted six months after the end of the recruitment period. If your application is successful and you take up the role, the information will be used in the administration of your work with us.

If you have any questions about the processing of your data, then please contact Fabricio Chavarro [fabricio.chavarro@ubele.org](mailto:fabricio.chavarro@ubele.org)