

# The Anti-Tribalism Movement



<b>Vacancy</b>	<b>SOCIAL MEDIA OFFICER</b>
<b>Salary</b>	£12.50 per hour (London Living Wage) 2 days a week.
<b>Who are we?</b>	The Anti-Tribalism Movement is a non-profit organisation committed to tackling tribalism and promoting fairer and more equitable societies. With over 10 years' experience of providing advocacy, support and specialist services to tackle tribalism and promote fairer societies.

## Role Profile

You can strategically identify and post engaging content for our social media feeds which will inspire people to actively support our work. You will interact with our target communities on these platforms to increase; engagement, followers and the quality of their experience. You will identify key influencers and initiate conversations that provide the opportunity for optimal engagement, vigorously expanding our reach and showcasing the work done here at ATM. You will diligently read insights and analytics data on key social media accounts (such as; Facebook, Instagram, Twitter and LinkedIn) and utilise this data to influence social media communications strategies and organisational direction.

## Person Specification

- Able to demonstrate your success at managing a Facebook page, a Twitter feed, an Instagram feed and a LinkedIn feed for a charity or other professional organisation.
- Graphic design and video-editing experience is essential.
- Able to demonstrate your success at creating and delivering social media strategies for specific projects which increased audience engagement.
- Able to show your experience at producing regular reports using Facebook Insights, Twitter Analytics or similar tools.
- Comfortable at ensuring that social media content remains within ATM's guidelines.
- Data-driven and have an evidence-led approach to social media strategy.
- Up-to-date with the latest trends/developments in social media communications.
- Able to manage and prioritise multiple tasks and respond flexibly.
- Able to deal with a variety of internal and external stakeholders.
- Able to identify key influential external figures and agencies to further our social media reach and impact.
- Ability to find creative solutions to communications challenges.

## Responsibilities

- Regularly post and schedule on ATM's social media feeds as well as maintaining engagement and interaction with social audiences.
- Develop engaging, creative and innovative content posted across all social media platforms relating to ATM.
- Manage the social media presence of all of our activities, events, projects and social enterprises, with the aim of reaching an increasingly broad audience, both individuals and organisations.
- Draft press releases for all of the service's key activities and manage local press & media requests.
- Work with the operations manager and other key stakeholders within the ATM team to ensure that all content on our social media feeds aligns with organisational, and specific project strategies.
- To moderate and respond to comments and interact with followers to best develop our online communities with support from the operations manager.
- Present weekly social media analytics and insights at weekly staff meetings.
- Advise colleagues and help them to develop content strategies based on previous performance reports and audience insight
- Develop social media strategies to expand our reach and impact through social media channels.
- Identify key social influencers to engage with.
- Work with and manage all graphic designs, photographs and any other media communications with required tasks.
- Maintain a strong knowledge of developments, innovations, and new tech in social media and identify any that may be of benefit/interest to ATM.
- Deliver interesting and informative email marketing and newsletters to members and relevant stakeholders.

## Our Values

### Impartiality

We believe to base our decisions on Objective criteria, rather than on the basis of bias, tribalism, prejudice or preferences.

### Transparent

We timely and reliably disclosures ATM's performance information including financial and value for money.

### Credibility

We believe to earn respect and trust through our programs with tangible outcomes by sharing lessons learnt, achievements.

### Commitment

We believe to achieve society's free from tribalism and inequalities takes time. That's why we make long-term commitments to people to resolve tribalism and social inequality and promote tolerant and inclusive societies.

## OUR HISTORY

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The Anti-Tribalism Movement was founded to fight tribe-based conflict, discrimination and inequalities. Since then it has grown into an international force with 140,000 supporters that strive to combat prejudice, tribalism, inequality, and violence around the world.

As individuals who have either experienced the Somali Civil War first-hand or whose families were affected, we understand the devastation that tribalism and other forms of divisions can cause. Too many lives are still limited, controlled and even threatened because of these differences. While celebrating the differences between communities we are aware of how these same differences can be manipulated and exploited for destructive purposes. With this knowledge, we create a safe space for members and communities to reflect on how tribalism and inequality have impacted their lives and how they can reframe their relationships with people from other backgrounds.

With a dynamic support base, we have managed to spread the message of Anti-Tribalism Movement within targeted communities and beyond. Our members are drawn from all segments of society and backgrounds and they have enabled us to combat tribalism and inequality over the last 9 years. We are eager to attract even more members and expand the breadth and depth of our work.

Please apply by sending your CV and a Covering Letter to [info@theatm.org](mailto:info@theatm.org) no later than 6pm Friday the 15<sup>th</sup> of March 2021.