



The Sophie Lancaster Foundation

Job Advertisement

Role: Social Media & Digital Communications Officer

Salary: £22,000-£23,000

Hours: Full-time position, 35 hours per week

Location: Office based in Haslingden, Lancashire

Contract: One-year contract with the potential to be made permanent

Holidays: Annual leave entitlement of 25 days per year

The Sophie Lancaster Foundation is a registered charity established in memory of a young woman who was tragically murdered for her distinctive gothic appearance. Our mission is to challenge prejudice and intolerance, especially towards people from alternative subcultures, and to celebrate diversity within our society. Based in Haslingden, Lancashire, we have a large following both nationally and internationally, and are a well-known presence within the alternative community.

We're looking for a highly creative digital marketing specialist to craft and deliver engaging content across our digital channels, spreading our inspiring message of tolerance and respect to an even wider audience.

The Role

We need an experienced digital professional who is passionate about driving the Sophie Lancaster Foundation forward. You'll manage our social media presence, engage with our followers, and create new opportunities for conversation and audience growth. As a champion of our brand, we'll look to you to ensure our communications are always spot-on. Your writing should shine across various platforms, whether it's website content, leaflets, or marketing emails. With a keen eye for design, you'll create impactful social media posts and use both photography and video to boost engagement. Identifying ways to expand our audience and increase income is vital for our self-funded sustainability. Besides working at your desk, you'll also represent the Foundation at events and festivals, becoming a key member of our small team.

About You

You might belong to an alternative subculture yourself, or at the very least, you'll understand and empathise with subcultural groups and champion cultural differences. As well as being technically savvy, you'll be fully engaged with our mission. Sharing Sophie Lancaster's story is a privilege, and you'll take pride in creating work that challenges hateful behaviours and inspires a diverse audience around the world. You'll be a skilled organiser and administrator, who'll be comfortable managing a busy diary filled with project deadlines, festivals and events. Driving the company vehicle and the occasional overnight stay will be part of the role.

You'll need to live near our Haslingden office to staff local events, as longer travel times wouldn't be practical. Please only apply if you're based in the local area to ensure you can support the team effectively.

Most importantly, you'll be a fantastic team player who instinctively steps up to get the job done and will always go that extra mile. Your energetic, positive personality will help you build connections with communities and supporters, representing the Sophie Lancaster Foundation and our values with enthusiasm and warmth.

To Apply

We are looking for someone who has professional social media and communications experience so please bear this in mind before applying.

Please email your CV, accompanied by a personal statement showing how you fulfil the role requirements, to: enquiries@sophielancasterfoundation.com by 27th June 2024.

We champion the value of difference and equality and celebrate a diverse and inclusive workforce. If you are disabled and have the skills and the experience to do the job, then let us know if you require adjustments through your journey with us.