Job Application Form

Social Media Manager

We are looking for an ambitious, creative and target driven individual to join our team to help grow our reach and engagement.
Dear Applicant,

Thank you for your interest in joining Ditch the Label. This pack includes the following:

- More information about Ditch the Label and the work that we do
- A job description
- Key responsibilities
- A person specification
- Technicalities and compensation

Please email your application to Sue@DitchtheLabel.org or post for the attention of Sue Jones to Phoenix House, 3rd Floor. 32 West Street, Brighton. BN1 2RT.

The deadline for submission is: **21st November 2021**

- Stage 1: Written applications (you're here)
- Stage 2: Initial interview with up to 2 members of the Ditch the Label team (held virtually)
- Stage 3: Final interview with CEO (in-person, social distancing allowing)
- Stage 4: DBS checks
- Stage 5: Your first day! (goals)

We aim to respond to successful applicants within 7 working days from the deadline. We are able to provide feedback for applicants who have progressed past Stage 2.

We look forward to receiving your application.

Yours faithfully,

Dr. Liam Hackett  
Chief Executive Officer
About Ditch the Label and Our Work

We are Ditch the Label, the global youth charity. For over 10 years, we’ve been on a mission to help young people overcome the issues that affect them the most. Whether that’s bullying, mental health, relationships, identity or the tough stuff in-between, we’re here. We provide digital safe spaces, direct support, education programmes, public campaigns and world-class research.

We reach millions of young people each year through our website, digital community and social media channels. In 2020 we reached over 23 million people through rich and engaging content, influencer partnerships, stand out visuals and great community management. We are looking to significantly increase the engagement and scale on all of these channels.

We are social innovators at the cutting edge of digital engagement using social media for good. No two days at Ditch the Label are ever the same. Whether it’s working on campaigns with world-renowned brands, cultivating relationships with your favourite influencers or getting creative with Adobe; every day is a unique opportunity for you to grow.

At Ditch the Label, we are always ready to take on the next challenge. If you think you are ready to work in a fast-paced environment as part of a passionate and hardworking team, then we want to hear from you.

For more information about Ditch the Label and our work, please visit us at www.DitchtheLabel.org/about/.

About Our Culture

One of the things we are proudest of here at Ditch the Label, is the welcoming culture of friendliness and team work that we have created. We take our work seriously, but not ourselves and believe that people work at their best when they are at their happiest and in an environment that is chilled and relaxed. Walk into our office and you’ll experience a light and airy buzz, with vibrant music, tons of breakout spaces, unlimited snacks and pretty much every combination of coffee you could ever imagine. We are proud to have a culture that permeates the values of Ditch the Label; we’re judgement free and here to support everyone in being their best possible selves.

Job Description and Responsibilities

We are looking for a passionate, creative and self-starter Social Media Manager to join the Ditch the Label team and to work closely with the Head of Digital and Head of Content.

You will be responsible for growing Ditch the Label’s online presence and engagement through current and emerging social channels; with a strong focus on Instagram, YouTube, TikTok and Twitter. This includes, but is not limited to:

- Creation of original and well-designed graphics
- Promotion of social media video content
- Strategic posting of content for best possible engagement
- Overseeing social media advertising campaigns
- Research and development of original written content
- Regular social media audits and KPI reporting
- Overseeing influencer, celebrity and partnership social media engagement with influencers such as Mia Kang, Holly Hagan and Jess Megan
- Assisting on brand partnerships and campaigns with high profile brands. Recent partners include Unilever (through the Lynx and Simple brands), got2b, ASOS, River Island, Urban Decay and EA Games
Attending and posting about key events in the Ditch the Label calendar such as partner events, campaign launches and marketing events. This includes keeping up to date with Ditch the Label’s research launches in Parliament.

Assisting on photo/video shoot days

Contributing towards website content, newsletters and reports

Ditch the Label supports young people with an anonymous community to help them navigate some of the issues they are facing. For a few hours each week, you will also work alongside the Community team:

- Coordinating and overseeing user engagement competitions and campaigns
- Facilitating celebrity/influencer AMA (Ask me Anything) sessions

You will have opportunities to work across the wider Ditch the Label team; learning new skills and gaining new experiences as you go along.

You will be based in our Brighton, UK office with some opportunities to travel.

**Person Specification**
The ideal candidate will have the following:

**ESSENTIAL:**
- A proven and evidenced track record of managing and growing brand social media accounts, with at least 2-years experience either in-house or agency
- Excellent written and verbal communication skills
- Excellent visual conceptualisation and design skills with examples of your work
- The ability to work well both within a team and independently, and under pressure
- A willingness to provide support and additional help across the team where necessary
- Intermediate Photoshop CC skills
- A strong and current understanding of the social media landscape
- Intermediate knowledge of Google Analytics
- Previous experience of working with influencers
- Previous experience of social media advertising and managing budgets
- An understanding of young people and some of the issues they experience

**DESIRABLE:**
- Intermediate InDesign and Illustrator skills
- Experience with WordPress
- A 2:2 or above within either Business, Marketing, Communication or Creative fields
- Previous experience of working with brand partners
- Previous experience of working on brand campaigns

If you are unsure about any of the above specifications, please contact us as we’d be happy to chat about your individual circumstances.

**Particulars and Benefits**

- Place of work: Brighton, United Kingdom
- Working week: Full-time
- Salary: £26k – 30k PA depending upon experience
- 28 days of fully paid annual leave plus your birthday off!
• Work from home days
• R&R days
• Discretionary ‘early finish’ Fridays
• Team socials
• Free Spotify Premium
• Free snacks and drinks 🍾
• Full training where required
• Free Ditch the Label merchandise and occasional gifting from partners
• Some opportunities to travel and attend invite-only press/partner events
• Company pension scheme

Please continue to the next page for the application form.

Application Form
Please submit your application form, CV and cover letter explaining why you are suited to this opportunity and what you would bring to this role via email to Sue@DitchtheLabel.org. We are unable to accept incomplete application forms.

About You
1. Name:
2. Phone number:
3. Email address:
4. Postal address:
5. Have you received any criminal convictions? Yes/No
As a charity working with young people aged 12-25, an enhanced DBS check is compulsory for all staff, trustees and volunteers at Ditch the Label.
6. Do you need a work permit to work in the UK? Yes/No
7. Please list any relevant qualifications, training, interests or hobbies that you have which are beneficial to this role:

Your Experience
2. Notice period if applicable:

Your Interest in Ditch the Label

Why are you interested in joining Ditch the Label team?

If you could change one thing about Ditch the Label, what would it be and why? (100 words maximum)

Give us the elevator pitch for a social media campaign you’d like to run for Ditch the Label (250 words maximum)

What’s the secret to working successfully with influencers and partners? (250 words maximum)
What are we currently doing wrong on our social channels? (250 words maximum)

Which platform has better strategic fit for Ditch the Label: Instagram, Clubhouse or TikTok? And why?

In 240 characters or less, why are you the perfect fit for this job?

-ENDS-

Our Commitment to Diversity and Inclusion
Ditch the Label is committed to achieving greater diversity across the entire organisation and actively welcomes and encourages applications from underrepresented, diverse and marginalised groups such as, but not limited to: race, sex, gender, gender identity, gender expression, age, sexuality, belief, culture, disability or any other unique factor or characteristic and the many intersections within this. We commit to interviewing all such applicants at the initial interview stage - please do not hesitate to contact us if you would like to discuss further.