

JOB TITLE: Information & Social Media Officer

Law for Life is seeking someone with a passion for and interest in information about rights, education and empowerment to join our team. The post holder will contribute to the effective legal information and communications functions of Law for Life.

This role includes updating our information service and resources, producing content about the organisation and its projects for the website, and promoting the organisation and our resources via social media, search engine optimisation, and liaising with frontline organisations.

You will be working with a team of information experts, educators and volunteer lawyers. As a member of a remote team, you'll be joining us at an exciting time in our development as the leading charity in the field of public legal education.

Conditions of employment

- Salary:** £32,301 FTE - £19,380.60pa for 21 hours per week (inclusive of London Allowance) Cost of living pay awards are negotiated nationally and are normally effective from 1 August each year.
- Hours:** 21 hours per week. We offer flexible working around the core hours between 10am and 4pm Monday – Thursday. Hours can be discussed at Interview.
- Period:** The post is offered for a two year fixed-term contract, with potential extension.
- Location:** Home-working role. The team do meet up in person every quarter, locations vary prior notice is always given.
- Holidays:** 15 working days per annum exclusive of UK public holidays

See <https://www.advicenow.org.uk/lawforlife> for more details about Law for Life.

Job description

1. MAIN PURPOSE AND DESCRIPTION OF JOB

To support the information team with the production of high-quality information about rights and the law to the public and wider stakeholders. To support the production and updating of quality content about the organisation and the resources it provides. To increase our reach by promoting the organisation via social media.

2. POSITION IN THE ORGANISATION

Reports to: Deputy chief executive officer and Head of Communication

Responsible for: Legal information and communications support

3. DUTIES AND MAIN RESPONSIBILITIES

3.1 Support delivery of information about rights and the law

- Support the updating of the Advicenow Information Service, including mending broken links and ensuring new resources are added, and Help Directory.
- Support the updating of Advicenow guides, tools, and know-hows as requested.
- Format and publish material onto the Advicenow and Law for Life website using the content management system.
- Liaise with designers to produce high-quality designed PDFs of our resources.
- Monitor or research changes in the law and in the help available to inform our updating needs.

3.2 To increase our reach by promoting the organisation via a range of communication methods

- To promote our information and build relationships with frontline organisations and potential influencers and funders via social media, email, or conferences as appropriate.
- Support work to improve the SEO (search engine optimisation) of Law for Life and Advicenow websites and resources offered.

- Draft and produce newsletters, tweets, Facebook, Instagram and LinkedIn posts to promote Law for Life and Advicenow and the resources we make available, using Canva, Hootsuite and the platforms themselves.

4. Work as part of the Law for Life team and support communications, information, education or fundraising work as requested

4.1 Monitoring and evaluation

- Monitor google and social media analytics and use it to inform our work.
- Reading, anonymizing, and responding to feedback and survey responses to improve existing Advicenow guides, and identify further resources needed.
- Liaise with the information team and research officer to analyse and learn from outcomes.

Person specification

This person specification sets out the essential and desirable qualities we are seeking for this post. Please ensure that your application demonstrates how you meet the criteria. You may include voluntary, unpaid and paid work.

We are a fully remote working office and expect the applicant to have a suitable home-working environment. Attending in-person education, training and events may be part of the job role.

Shortlisted candidates will meet all of the essential criteria, and are likely to meet several if not all of the desirable criteria below.

Essential

1. Excellent written communication skills in English, with close attention to detail.
2. Experience of using social media sites such as Facebook, LinkedIn, Instagram and Twitter with the intention of increasing Law for Life's reach.
3. Understanding of the value of and ability to write in plain English.
4. Understanding of the barriers many people face when looking for help with a legal problem and a willingness to work to reduce them.
5. Strong IT skills, including a thorough working knowledge of Microsoft Office or Google software.

6. Ability or willingness to update websites.
7. Knowledge of or willingness to learn search engine optimisation techniques and use them.
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9. Ability to work flexibly and cheerfully as part of a team.
10. Ability to be self-motivated and set and meet deadlines
11. Ability to take responsibility for particular areas of work and work on own initiative.
12. Good verbal communication skills, including a pleasant and friendly telephone/video call manner.

Desirable

1. Experience in an advice or community setting
2. Experience of creating social media posts or writing articles or blogs for publication.
3. Experience of updating and editing website content.
4. Experience of using a content management system
5. Working knowledge of Canva, Mailchimp and/of Hootsuite
6. Experience of having a legal problem you had to deal with or supporting others who have faced a legal problem.

