



## **Digital Marketing and Communications Officer**

### **About Equality in Tourism:**

Equality in Tourism is a small, award-winning organisation challenging the status quo within the global tourism and hospitality sectors. Our team of two directors, three trustees and a small team of volunteers are working to achieve a major change in how tourism companies and hotels operate so that gender equality is respected and mainstreamed. We are also committed to enabling women and their families in local communities to better benefit from the positive opportunities that tourism brings rather than be abused by it. Too often tourism destroys local environments, over consumes water and displaces people from their homes. Our team are all experienced in the sustainable tourism field, and we know that tourism will never be truly sustainable until there is gender equality. You will be joining at a crucial time for the organisation as we have very exciting plans in development.

### **Role Specifics:**

We are seeking someone who is passionate both about gender equality and the way that social media and digital content can be used to communicate Equality in Tourism's message. We are looking for someone who can commit 10 hours per week to support our marketing and communications efforts. You will be responsible for further developing and implementing our existing communications strategy. You will be an enthusiastic and motivated communications professional, who is a strong team player and who has the experience to develop a manageable strategy to increase our social media following. You will report to a director and work closely with the comms team of Trustees and volunteers.

### **CONTENT CREATION**

- Researching topical content relating to gender equality and tourism to be shared on EiT's website and social media platforms (LinkedIn, Twitter, Facebook)
- Requesting and editing articles sent by Associates of Equality in Tourism
- Researching Women's Stories for posting on this section of our website including image selection
- Proofreading and editing website posts
- Designing resources where appropriate, such as factsheets for webinars

- Keep a diary of upcoming relevant international recognition days relating to travel, tourism and gender equality so that we can ensure we're prepared for these on our social media channels e.g. International Women's Day, World Tourism Day etc.

## **SOCIAL MEDIA ENGAGEMENT**

- Manage our current social media accounts (LinkedIn, Twitter & Facebook)
- Develop a strategy for and manage the new EiT Instagram account
- Engage with our social media following
- Reporting on weekly/monthly figures from our social media and website engagement – to be discussed in Comms meetings and any others throughout the year

## **WEBSITE MAINTENANCE**

- Managing our Wordpress site including updating plugins, backups, broken links, resources
- Posting organisational updates – e.g. New Associates, Trustees or Volunteers, Awards, News
- Posting New Articles from members within EiT & Our Associates

## **VOLUNTEER CO-ORDINATION**

- Liaising with Directors and volunteers on delivery of agreed outputs, eg. Graphics for social media, podcasts, Academic Article reviews etc.

## **MEETINGS**

- Preparing, attending and minuting comms team meetings (Note: Candidate must be available in the evening, typically between 6-8pm, day of the week is flexible)
- Ad hoc organisational meetings and an annual 2-day strategic planning meeting (off-site)

## **NEWSLETTER**

- Identifying relevant content and designing a quarterly newsletter & distributing it via MailChimp
- Managing Mailing lists on Mailchimp

## **Person Specification:**

### **Essential:**

- Passion for Gender Equality
- Experience communicating with diverse audiences eg. Social media audiences, stakeholders, donors
- Experience and knowledge in creating engaging and shareable social media and website content

- Experience of growing social media platforms (Twitter, Facebook, LinkedIn, Instagram)
- Experience and knowledge of managing and updating websites (Wordpress, CSS skills are a huge plus)
- Experience communicating complex concepts or scientific information in accessible terms
- Knowledge of digital monitoring e.g Google Analytics, Meta Insights
- Strong copywriting skills with a strong command of the English language
- Good organisational and team working skills
- Good design skills and experience using design tools eg. Canva, Photoshop

**Desirable:**

- Knowledge or experience working in the tourism sector
- Knowledge or experience of working in international development with a focus on gender equality
- Experience in Audio Production and Editing
- Experience in Project Management
- Ability to implement SEO strategies
- Experience improving and developing internal communications

At Equality in Tourism, we're constantly challenging the status quo, and recognise the importance of diverse perspectives in our work. We are committed to creating a diverse group of staff and volunteers where all voices are heard and equally valued.

**Working Conditions:**

- This position is self-employed
- Working hours are ten hours a week (average)
- You will be working from home
- We require flexibility as we hold team meetings after working hours

We are paying, pro rata £24,000 p.a.

Please email Tricia Barnett [tricia@equalityintourism.org](mailto:tricia@equalityintourism.org), one of our Directors with your CV and covering letter explaining why you feel you would be suitable for the role.