



Application Pack

Embrace. Empower. Educate.

Role:	Digital Engagement Officer
Hours:	35 hours a week
Salary:	£28,000
Reports to:	Head of Digital and Communications

This job description is in Bree Serif Ltd size 12 font. Should you require this description to be sent in a larger size or read out to you, please contact 0800 801 0400 or email info@mermaidsuk.org

Leeds Office: Suite 4, Tarn House, 77 High Street, Yeadon, Leeds, LS19 7SP

London Office: Mermaids, Room 303, Garden Studios, 71-75 Shelton Street, London, WC2H 9JQ

Mermaids | Mermaidsuk.org.uk

Recruitment enquiries: recruit@mermaidsuk.org.uk

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A little bit about us...

We use 'trans' as an umbrella term for people that are binary trans, non-binary, genderqueer, genderfluid, agender or of other non-cisgender genders, including those of non-Western origin.'

The Charity

Mermaids has been supporting trans children, young people, and their families since 1995. Mermaids has evolved into one of the UK's leading LGBTQ+ charities, empowering thousands of people with its secure online communities, local community groups, helpline services, web resources, events, training, legal support, policy and stakeholder engagement and residential weekends.

We also seek to educate and inform wider society on gender identity by helping professionals accommodate and reassure gender diverse young people. Over the years, we've seen many changes in the language and understanding surrounding gender issues, but one thing remains the same: trans children deserve the freedom and confidence to explore their gender identity wherever their journey takes them, free from fear, isolation and discrimination.

What You Can Expect

There's no other organisation like Mermaids. Whatever you do here you will be supporting our work to achieve our mission and make positive change for trans people for generations to come. In return, we recognise and value our people. You'll have our full support, training and opportunities for professional development, along with a contributory pension and good holiday entitlement.

Message from the CEO

Thank you for your interest in the role of Digital Engagement Officer with Mermaids. This is a truly exciting time to join the charity; there's no other organisation like Mermaids. Whatever you do here you will be supporting our work to achieve our mission and make positive change for transgender, non-binary, gender diverse children and young people for generations to come. Given the challenges facing young transgender people on numerous fronts, it is more important than ever for the charity to step up.



If you want to be involved in one of the most significant civil rights movements of our time, then this is where you need to be.

I believe that Mermaids is a great place to work, and we are proud to have a culture that is welcoming, open, friendly, and collaborative. Of course, we welcome applications from all sections of the community and we are committed to being a diverse and inclusive organisation so that we can reflect and represent all trans and gender diverse young people in the UK.

If you have the passion and drive to help us achieve our vision. I look forward to hearing from you and, hopefully, joining us soon.

Yours,
Susie Green
CEO

Message from the Chair

Mermaids is a wonderful place to work. Our team, staff and volunteers work together to support gender diverse young people and their families in an ever-expanding myriad of ways.

It is not always easy to undertake our work, but it is really important that we are here, we are growing, and that we stand up for the community we support. This makes for very satisfying work.

The trustees are involved and take our responsibilities to the charity seriously. We are proud of the team (and often in awe of them) and it is our job to enable them to play their parts as fully as possible. We care about diversity - we want to have as many different voices as possible at Mermaids; I really hope you will consider joining us.

Belinda Bell
Chair



Role Description

Digital Engagement Officer

We have set out below a typical list of activities/responsibilities for this role however they are not exhaustive. The member of staff will be expected to perform any other duties which are consistent with this role, as well as other duties which fall outside the scope of the same, which Mermaids may reasonably require.

Mermaids is an equal opportunity employer. We encourage applications from those with lived experiences (directly or indirectly) and/or close ties to the LGBTQIA+ community. We actively support and encourage people from a variety of backgrounds and experiences to join us and shape what we do. We are particularly keen to receive applications from BPOC (black and people of colour) and/or disabled and trans candidates.

Purpose of the role

We're looking for a creative, passionate and talented Digital Engagement Officer to help us reach more people than ever before with content which not only looks great but educates, empowers and inspires the trans community, our allies and the public at scale.

Working within the Digital and Communications team, you will help Mermaids take a positive and proactive approach to our Communications, design and deliver brilliant social media posts, emails and website resources, and play a key part in exciting projects like our critically-acclaimed podcast, She Said, They Said.

Key Responsibilities

- Working with the Head of Digital and Communications, and colleagues in the Comms team, design and deliver content including graphics and video for all digital channels
- Assist with the day to day running of Mermaids' online platforms, including moderating comments, scheduling social media posts and emails, and making updates to the Mermaids' website and forums
- Work with the Policy team and PR and Media Engagement Manager on social media friendly statements to relevant news events
- Take control of our social media calendar and workflow and work with the team to plan content for key awareness days, weeks and months
- Provide out of hours cover for press and social inboxes, as part of a monthly rota
- Help to build and maintain relationships with influencers
- Support the wider team with branding as required
- Embed the principles of good social media engagement across Mermaids
- To undertake all administrative duties required with the role

General Responsibilities

- Conduct the duties of the job description in accordance with the operational policies at Mermaids
- Embed a culture of accessibility and inclusion within all work
- Maintain good working relationships with staff, volunteers and stakeholders
- Contribute to the general administration and delivery of all Mermaids' programmes, events and activities
- Manage own time effectively and ensure attention to detail at all times
- Undertake other reasonable duties as required, such as attending Pride events and residential weekends on behalf of the charity

This is an outline role description and may be subject to change in consultation with the post holder.

Person Specification

Digital Engagement Officer

You should be able to demonstrate that you meet the following criteria:

Measured by:

E = Essential

A = Application Form

D = Desirable

I = Interview

QUALIFICATIONS & RELEVANT EXPERIENCE, KNOWLEDGE & SKILLS		
E	Skilled copywriter with proven experience creating engaging content tailored to different audiences and channels	A/I
E	Proven experience producing video for social media platforms including Instagram and TikTok	A/I
E	Experience working in a high pressured environment with changing priorities and tight deadlines	A/I
E	Excellent communication skills	A/I
D	Good working knowledge of platforms and tools including Wordpress, Sprout Social, Trello, Canva and Mailchimp	A/I
D	Experience using analytics tools and using that data effectively	A/I

D	Experience working with young people	A/I
D	A good understanding of the issues faced by trans, non-binary and gender diverse young people and their families	A/I
D	Confident in identifying trends and opportunities for Mermaids to engage with new audiences and potential supporters	A/I
D	Clear understanding of the aims and objectives of Mermaids	A/I

Key terms

Place of Work: Remote with the option of office working in London or Leeds

Working Week: This is a permanent full time position of 35 hours per week. Mermaids' typical full time hours are Monday to Friday from 9.00am to 5.00pm.

Time off in lieu will be given.

Flexible working arrangements will be considered.

Salary: £28,000 per annum dependent upon experience.

Annual Leave: The full-time core holiday entitlement is 25 working days per year plus 8 Public Holidays.

Pension: Mermaids will contribute 6% of salary to the Mermaids' pension scheme, 2% will be automatically taken from your salary as the employee contribution.

Probation & notice: The post is subject to a six-month probationary period. During this period, you will be entitled to receive, and are required to give, at least one weeks' notice of termination, which must be in writing. After successful completion of your probationary period you are entitled to receive, and are required to give, one months' notice of termination, which must be in writing.

Due to the nature of this role, the successful applicant will be required to pass a Disclosure and Barring Service (criminal records) check.

The selection process

How to apply

Send your completed application form, signed privacy notice and CV to recruit@mermaidsuk.org.uk with Digital Engagement Officer in the subject title.

Please include hyperlinks in the letter to relevant material and add all social media accounts to the body of the email.

Deadline for applications: The final day for applications to be sent to us is Tuesday 11 October. Please note that the charity reserves the right to offer the position to an individual before the deadline has lapsed, so we would recommend that you do not wait for the deadline to apply if you are interested in this role.

Interview dates: Initial interviews will take place by phone, second stage interviews will rely on the latest situation regarding COVID-19 controls.

Start date for the role: subject to when you can start

Due to the high volume of applications that Mermaids receives per position we are unable to provide feedback on individual applications or answer questions from applicants. If applicants have not been contacted by the end of October then they should assume their application has not been successful on this occasion.

Safeguarding

Mermaids is committed to safeguarding and promoting the welfare of children, young people and adults at risk, and this is a responsibility that is shared by all members of staff and volunteers across the Charity. The successful candidate will be subject to reference requests, safer recruitment checks and will be required to pass an Enhanced

Disclosure and Barring Service (criminal records) check. Please get in contact if you have any concerns over this process.

Data Collection and Protection

We treat personal data collected during the recruitment process in accordance with our [data protection policy](#). Information about how your data is used and the basis for processing your data is provided in our [job applicant privacy notice](#).