



Job Title:

FREELANCE SOCIAL MEDIA CONTENT CREATOR

Hours: PT - 6 per week for an initial 3 months

Timing: Hours can fit around any other work

Hourly pay: £15.73 per hour

Meets with: ETL Staff team

Accountable to: ETL Director

About The Edinburgh Tool Library (ETL)

Edinburgh Tool Library was the UK's first tool library when it opened in 2014, promoting sharing as a way of reducing our environmental impact. We lend our members tools for DIY, gardening, decorating and machine repair, so that they don't need to own them. Not only does this collaborative approach make sense environmentally, it also helps our members financially. Members can borrow tools to use at home from our two libraries in Meadowbank and Portobello. They have access to our two wood workshops in Leith and Portobello several times a week, usually evenings and weekends.

As well as supporting the volunteers, our staff run an employability programme, a series of volunteer builds, a residency programme for young artists and makers, a Little Free Library making programme, various outreach programmes with community partner organisations and share our learnings through the Scottish Share and Repair Network to help tool libraries pop up successfully all around Scotland.

Without the commitment and initiative of our volunteers, the Edinburgh Tool library couldn't be what it is today: a simple resource that has grown to reach and help many communities and that keeps on inspiring and bringing together members and sharers in Edinburgh, Scotland and beyond, and volunteers themselves.

JOB OVERVIEW:

The Social Media Content Creator will be responsible for developing and implementing a Social Media strategy that reflects the ethos of ETL. We have exciting plans to expand our presence in Edinburgh in the next five years, reaching new communities and new members, and we are aware that social media will be a powerful tool in doing this. We also want to better reflect all the amazing projects and work we are already doing, demonstrating the social as well as the environmental impact of this amazing charity.

Responsibilities and Duties:

- Generate, edit, publish, and share regular content that builds meaningful connections and encourages community members to take action.
- Optimize ETLs pages within different social media platforms to increase the visibility of our social content.
- Create a regular publishing schedule and promote content through social advertising.
- Leverage the right tools to manage content.
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Propose new ideas and concepts for social media content.
- Work with other staff to coordinate content for campaigns, workshops and events taking place.
- Monitor SEO and web traffic metrics.

Qualifications and Experience:

- Proven work experience in social media marketing or as a Digital Media Specialist.
- Excellent consulting, writing, editing (photo/video/text), presentation, and communication skills.
- Demonstrable social networking experience and social analytics tools knowledge.
- Adequate knowledge of web design, web development, CRO, and SEO.
- Knowledge of online marketing and a good understanding of major marketing channels.
- Positive attitude, detail, and customer-oriented with good multitasking and organizational ability.
- Experience working or volunteering for a third sector organisation.
- Fluency in English.

Education:

- Bachelor's degree in Communications, Marketing, Business, New Media, or Public Relations preferred.

We are an accredited Living Wage Employer, and an Equal Opportunities Employer. We encourage applicants from across the community.

HOW TO APPLY:

Please submit your CV, a one page covering letter, explaining why you suit the role and why you want to work with ETL, along with a reference from 1 recent employer or voluntary organisation in a relevant role. **Please include relevant links to previous work, bearing in mind the playful, fun tone of ETL.** Send this to **chris@edinburghtoolibrary.org.uk**