



Terms of Reference

Social Media Consultant

About Humanists International

Humanists International is the global representative body of the humanist movement, uniting a diverse community of non-religious organizations and individuals.

Inspired by humanist values, we are optimistic for a world where everyone can have a dignified and fulfilling life. We build, support and represent the global humanist movement and work to champion human rights and secularism.

We campaign on humanist issues. We defend humanists at risk of persecution and violence. We lobby for humanist values at international institutions, including the United Nations. And we work to build the humanist movement around the world.

Background

We are currently looking for a Social Media Consultant to assist us with the promotion of our campaigns, advocacy and other activities.

As an organization, Humanist International has a strategic focus on a range of issues in our advocacy and campaigns work. They are issues which unite humanists, or on which humanists have a specific and unique input, issues which represent trends across international boundaries, or concerns that are sometimes overlooked or underrepresented on the international stage.

These include: The right to freedom of expression, thought, conscience and religion; the human rights of LGBTI+ people; the rights of women; the rights of the child; the right to science and culture; racism and caste-based discrimination; and democracy and populism. A detailed account of issues we cover can be found here: <https://humanists.international/what-we-do/issues/>

Humanists International has two main campaigns which it manages: The Freedom of Thought Report (<https://fot.humanists.international/>), and End Blasphemy Laws (<https://end-blasphemy-laws.org/>).

Humanists International

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Humanists International, Inc. is a US not-for-profit 501-c(3) registered in New York. Registered address: 1821 Jefferson PI NW, Washington, DC 20036. Humanists International is also the trading name of Humanists International 2020, a Scottish (UK) charity no. SC050629. Registered address: 272 Bath Street, Glasgow, G4 2JR, UK.

Humanists International has two main social media platforms: Facebook (<https://www.facebook.com/humanistsinternational/>) and Twitter (<https://twitter.com/humanistsint>), as well as our main website.

We also manage the End Blasphemy Laws Facebook (<https://www.facebook.com/endblasphemylaws>) and Twitter (<https://twitter.com/endblasphemylaw>) social media pages.

Terms

Humanists International is looking for a Social Media Consultant to join us for three months initially, on a part time basis.

The main outputs of the role are as follows:

1. Production of graphics, social media posts, short videos and other digital content to promote the organization, including our fundraising, campaigns and advocacy work.
2. There may also be the opportunity to assist with the production of news articles, marketing and campaign materials where capacity allows.

The Consultant will have a named line manager in Humanists International, who will provide support, management and assistance. The Consultant will communicate with staff and other consultants on Slack (through access to our corporate slack channel).

The Consultant will be responsible for invoicing Humanists International for their fees on a monthly basis, and arranging their own tax arrangements wherever they happen to be based. Payments can be paid in GBP, USD, or EUR.

Fees

Up to \$400 USD per month, depending on the local economic conditions and experience of the consultant.

Application process

Candidates should complete an application form and email it to office@humanists.international with the term 'Social Media Consultant' in the subject line.

Candidates should please also send:

1. 3 examples of previous content you have produced (ideally in a related field);
2. A simple budget detailing the fees you would charge, e.g. a day rate and the number of days this would equate to per month.

Shortlisting will take place in Oct 2023 and shortlisted candidates will be invited to attend an interview. The interview panel will consist of: Victoria Howson (Fundraising and Development Manager) and Javan Lev Poblador (Membership Development Officer)

Prior to the interview, candidates will be asked to complete a short task: to create a digital asset using our brand guidelines (for example, a graphic for use on social media with a supporting message) highlighting one area of our work which is of interest to them.