



Autonomy

Head of Social Media

This is a crucial role for the organisation. Autonomy has a clear and ambitious mission: to provide the research and tools for the future we need.

Work, welfare, climate

In the past six years, we have grown to become one of the most impactful research organisations in the UK; your job is to manage how we communicate our work and how we engage our online audiences.

We are looking for someone to join our friendly and focused team, in order to be deeply embedded in all facets of the organisation so as to communicate our various projects through our social media channels. You might be:

- ❖ Someone with years of professional experience in more corporate spheres, who is looking to contribute to a more meaningful initiative. You know the tricks of the trade but want to put them to progressive use.
- ❖ Someone who has been working in start-ups and other young organisations, learning successful social media techniques as you go, developing - through trial and error - a good sense as to the right tools to use at the right time.
- ❖ Someone with a background in data science that also has a way with words. Your bread and butter is a data-driven approach to content creation and audience engagement. You want to work at Autonomy because you think data-intensive techniques should be used for progressive purposes and not just for more dubious ends.

Job summary

Job title: Head of Social Media

Reports to: Director of Research

Job purpose: To manage all of Autonomy's social media channels so as to optimise the organisation's reach and efficacy.

Ideal candidate: A motivated, highly-organised team player, who has excellent written and verbal communication skills. You are comfortable understanding multiple projects, generating social media content and devising a robust strategy for the organisation.

You have previously worked in relevant industries and/or organisations and would be excited by the opportunity to work within an organisation researching and advocating for social, environmental and economic change.

Salary: £30,000 FTE with a view to increasing salary within 1 year

Hours: Full-time (32 hours, 4 days per week)¹

Contract length: 12 months (3 month probation period) with a view to becoming a permanent member of the Autonomy team.

Location: There is flexibility for this position around remote working. While most of the role can be performed from a remote location, it will require, from time to time, work in our London office. It should be noted: there is a slight preference for applicants who are based in London as we believe that being physically proximate to the majority of the team will benefit the outcomes.

¹ **Note:** Autonomy is a four-day week employer, which means that a 32 hour week is our Full Time Equivalent (with full £30,000 p/a salary).

Your duties and responsibilities

Engagement / Audience building / Communicating core messages

You will be:

- ❑ Boosting our findings, messages and achievements through social media networks
- ❑ Establishing and underlining the core set of Autonomy's streams of work clearly
- ❑ Building our audience
 - ❑ Build the email list
 - ❑ Build an audience that engages
- ❑ Building our networks of connections and collaborators for future projects
- ❑ Engaging businesses with the offer of our working time consultancy on LinkedIn specifically
- ❑ Being a core team member, in touch with everyone - from our Media Lead, to our Data Unit, as well as the various researchers: you will get to know their work better than they do

Multi-channel management / reactive and planned posting / outreach

- Managing both the Autonomy and Feminist Futures Programme accounts
 - Plus the Basic Income Conversation Instagram
- Creating and managing all content through our social media channels
- Day to day posting:
 - Both pre-built content and live posting
- Managing our monthly mail out(s)
- Carrying out outreach via social media where appropriate
- Carrying out deep dives and spotlights on past work
 - This could, e.g., be a time-specific series of posts (e.g. work on high temperatures in summer, or basic income work when welfare is in the news)
- Making new social media assets using tools such as Canva

Person Specification

Essential

Experience

- Experience in managing social media accounts: Twitter, Facebook, LinkedIn, Instagram, etc.
- Experience working quickly, occasionally to tight deadlines

Education

- For this role we are less interested in your educational background and more interested in your skills, strategies and experiences relating to successful communications

Knowledge and Interests

- A solid grounding as to *how* social media works and specifically 'what works' to achieve goals
 - A commitment to social, environmental and economic justice
 - An ability to communicate clearly and personably in verbal and written formats
 - An ability to independently plan and organise your workload, in line with agreed standards and deadlines, as well as adapt to new priorities
 - An ability to work collaboratively with others and keep relevant team members informed
 - An eye for detail
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Desirable

Experience

- Previous experience working in marketing, a start-up environment or similar environments
- Previous project management experience
- Previous experience with video creation and editing tools such as Canva

Knowledge and Interests

- A thorough knowledge of social media techniques and tactics
- Knowledge of Autonomy's previous output
- Familiarity with the think tank sector
- Familiarity with a range of industries and their composition

What is Autonomy?

We are an independent think tank that produces innovative research, tech and policy proposals related to the future of work, climate and welfare. Our audiences are governments, journalists, activists, trade unions and political parties. Our research grounds policy that can function in a world of automation and underemployment, as well as persistent economic inequality and environmental crisis. Our objective is to envisage and communicate a world that moves beyond climate catastrophe, precarity, overwork and mass poverty to one which prioritises democracy, free time, security and sustainability.

Autonomy has established itself as an innovative, nimble research organisation that has had significant impact within public debates around the future of work and climate. Our work has garnered praise from the MPs from a variety of political parties, leading economists and wider civil society actors. Our research regularly appears in [mainstream media](#) of all kinds, from the tabloids to the [World Economic Forum](#).

We currently have a number of active streams of work. Examples include:

- ❑ **Four-day weeks:** working less, working better
- ❑ **Universal basic income (UBI):** what if we all had a guaranteed income to rely on?
- ❑ **Green jobs and industries:** how can we transition to a sustainable economy, with the fewest bottleneck in the labour market?
- ❑ **Deprivation data:** going beyond the industry standard
- ❑ **CADA:** creating a [network](#) of scientists that has real-world impact

A sample of benefits of working at Autonomy:

- ❑ **Four-day weeks (paid at a five-day salary)**
- ❑ **7 weeks holiday + bank holidays + extra days of holiday over the Christmas/NYE period.**
- ❑ **Regular team lunches and social events.**
- ❑ **Hybrid working for some of the week, with option for full remote for the right candidate**
- ❑ **Individual annual training & development budget**
- ❑ **A chance to work in an impactful organisation and contribute to change**
- ❑ **Relaxed, casual dress code and modern London office space**

How to apply:

Our application process is quite straightforward. Just send a CV (no more than 2 pages) and 1 page statement of interest to **info@autonomy.work** by the deadline.

Application deadline: November 18th at midnight.

Interviews: Interviews will be held in the last two weeks of November / early December, looking to have the successful candidate in place for a January 2024 start.

Presentation: Should you be selected for an interview, we'd like you to prepare a 15 minute presentation on:

- Your previous online social media campaigns - or similar work - that you've done on these platforms.
- We want you to note what demonstrable success you've had and we want to understand:
 - the strategy,
 - the tactics
 - the metrics by which you judged success - whether that be audience engagement / growth or wider impacts that you think are relevant.

If you have any questions about the role or are worried about applying please email **info@autonomy.work**

We are committed to providing equal opportunities for everyone regardless of their background. We acknowledge that people from certain backgrounds are under-represented in our sector and we're committed to doing what we can to correct this. We are particularly keen to receive applications from Black, Asian and minority ethnic people; women; people with disabilities; people who identify as being LGBTQ+; people who have a mental health condition; and people who identify as working class or have done so in the past.