

Social Media Volunteer

Announcement date: 1 June 2020

Start date: immediate

Duration: 3-6 Months

Send letter of application and CV to: info@globalhealth5050.org

Deadline for application: 15 June 2020

Context

Global Health 50/50 is an independent research and advocacy initiative housed within the Centre for Gender and Global Health at University College London. The initiative is co-led by Professor Sarah Hawkes, Director of the Centre for Gender and Global Health and Professor of Global Public Health and has a small team of staff alongside a wider collective of members and a distinguished Advisory Council.

Founded in 2017, it is considered among the world's leading authorities on the study of gender equality and health equity. Through its flagship report and the Gender and Health Index, it provides the single-most comprehensive analysis of gender equality and diversity in the global health system today by monitoring the policies and practices of hundreds of organisations active in global health and health policy.

To date, Global Health 50/50 has played a central role in promoting and informing public and policy dialogue on the role of sex and gender in the COVID-19 pandemic. The Global Health 50/50 [sex-disaggregated COVID-19 data tracker](#) provides the world's most comprehensive tracker on COVID-19 sex-disaggregated data by country. Data collated by GH5050 is being used and disseminated by two United Nations bodies: [UN Women](#) and [UN OCHA](#), among other institutions. Results of the data tracker have been covered extensively by international and national media (including CNN, the BBC, The New York Times, Huffington Post, NPR (USA), France 24, The Guardian, The Times and many more).

Main purpose of the role

Social media is becoming an increasingly important tool for communicating our ideas and work to a broad range of people, for mobilising dialogue and ultimately inciting action on gender equality. We know that strong social media campaigns can be highly effective in driving forward our cause and for bringing people to our work from a variety of different contexts and backgrounds.

The social media intern will play a key role in both building and maintaining our presence and will work directly with members of our small, but dedicated team. The role is part-time and will require approximately 15 hours per week and a stipend will be provided.

Main duties and responsibilities

- Support in creating relevant and engaging content across social channels
 - Help grow our social following across LinkedIn, Facebook, Instagram and Twitter
 - Monitor emerging social media trends and join in conversations
 - Find relevant events, groups and campaigns for us to participate in
 - Source facts/news about relevant topics (gendered impacts of Covid-19, gender inequity in global health sector etc)
 - Report back on how social posts are performing and track audience growth and other metrics
 - Assist with social media strategy and implementation
-

Volunteer profile

- Excellent written grammar and spoken communication
 - Knowledge of different social media platforms and what they are used for
 - Comfortable working collaboratively as well as one-to-one
 - Interest in gender and global health
 - BA/ Bsc in Gender or Global Health related subject
 - Experience managing social media for an organisation desirable
-

How to apply

Please submit your CV and letter of application, detailing your suitability for the role and 300-500 words detailing how you would improve our social media presence across various platforms. Please send applications to info@globalhealth5050.org by 15 June 2020 at 17.00 GMT. Shortlisted applicants will be interviewed.
