

A woman with long, curly brown hair is seen from the side, sitting at a desk and working on a laptop. The desk is cluttered with various items including pens, a small potted plant, and a bowl of snacks. The background wall is decorated with several framed posters and a large collage of colorful sticky notes. A large white circle is overlaid on the image, containing the GirlDreamer logo and the job title.

GirlDreamer

WORK WITH US

Head of Social Media &
Comms at
GirlDreamer

Job Description

JOB TITLE

Head of Social Media & Comms

TYPE

6 month, freelance contract, 2 days per week

RATE

£100 per day

LOCATION

Mostly remote, UK-based, with occasional office days (in Birmingham) or in-person events.



About GirlDreamer

GirlDreamer is a non-profit organisation creating greater access to leadership and wellbeing opportunities for young women of colour to tackle social and economic inequity. We do this by providing grant funding, capacity building programmes and psychologically safe space

Established in 2016 by Kiran Kaur and Amna Akhtar, GirlDreamer has rapidly grown from a late night conversation between two best friends, to a thriving organisation which impacts women of colour locally, nationally and globally.

We're on a quest to dismantle barriers and redraw the lines of opportunity for women of colour. We understand first-hand the unique challenges faced by our community, and we're here to break down those barriers.



Serving Our Community

How We're Making a Difference:



Empowering with Grants: Our grants are more than just funds; they're catalysts for change. They empower women of colour to initiate projects that challenge societal imbalances and drive forward into a more equitable and fairer future.



Growth and Mentorship: Through our capacity-building programmes, we offer more than just tools and resources. We provide the mentorship, training, and support women of colour need to step confidently into leadership roles.



Spaces of Trust: In our psychologically safe spaces via our events, retreats and gatherings, every voice is heard, every story valued. It's a haven where women of colour can connect, share, and find solace amidst like-minded individuals.



Impact & Achievements

Over seven years of GirlDreamer, we have grown, adapted, strengthened and served a large community of young women of colour across the UK and beyond.

In the UK, our work has reached GirlDreamer's in over 10 cities and globally, we have pockets of community across 5 countries.

GirlDreamer has been highlighted as one of Creative England's top 50 'most exciting, innovative and disruptive creative companies' in England', a Forbes 30 under 30 Honouree in the social impact category and both co-founders have received global leadership experience with the Obama Foundation in Europe and the USA.

+100%

Of GirlDreamers would recommend our programmes and events to a friend.

+£150K

Distributed in grant funding to over 50 women of colour-led social impact organisations via our 'Dream Fund' in the past 3 years.

+2,500

GirlDreamer's have been supported via our programmes, events, workshops and initiatives.



Examples of Our work



THE SUPPER CLUB

Exclusively for our community members to create more in-person connections and foster the community spirit within our network.



THE DREAM FUND

Providing micro-grants to grassroots social impact leaders, paired with a capacity building programme to ensure more WoC have the tools and resources they need to pursue their dreams and make a difference in their communities.

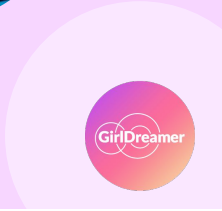


LEADERSHIP RETREATS

Encouraging our community to join us in countrysides, on beaches, in the mountains - where we unplug, reconnect & rebuild our purpose & dreams.

Role Overview

Your expertise will not only elevate our organisation, but also champion the voices and stories of the women of colour we proudly serve.



Roles & Responsibilities

- **Strategy Development:** Craft and implement a comprehensive communications and social media strategy that aligns with GirlDreameer's vision and objectives.
- **Content Creation:** Create and oversee the curation of compelling content that tells our story, showcases our impact, and engages our community.
- **Community Engagement:** Foster and maintain relationships with our community by ensuring timely responses, moderating discussions, and creating a positive online environment.
- **Media Relations:** Cultivate relationships with media partners, influencers, and stakeholders to further amplify our message.
- **Analytics & Reporting:** Monitor, analyse, and report on performance metrics to gauge the effectiveness of our communication strategies, making adjustments as necessary.
- **Team Collaboration:** Work closely with other departments, ensuring that communications are consistent, timely, and in line with our brand's ethos.
- **Continuous Learning:** Stay updated with the latest trends, best practices and the changing social climate.



Skills & Requirements

Proven experience managing social media accounts and high quality design and curation of content

- ✓ Ability to think **creatively** and **strategically**.
- ✓ Proficient in design softwares i.e. **Adobe, Canva, CapCut**, etc.
- ✓ Strong **writing, editing**, and **verbal** communication skills.
- ✓ Strong **organisational** skills with the ability to **multitask** and meet deadlines.
- ✓ **Familiarity** with social media platforms and **analytics tools**.
- ✓ **Openness to occasional travel** for face-to-face meetings, events and engagements.



Direct Benefits



Two day work week for enhanced flexibility with predominantly **remote work** arrangement.



Training and **skills development** budget to support your growth.



Access to attend **external social events** and **gatherings** within the GirlDreamer network.



Opportunity to shape young women's futures.



Inclusive and **supportive** work culture - because it makes all the difference!



Welcome to attend **GirlDreamer events** and programmes around the UK.



Influential role in a mission-driven organisation.



Join us on our **adventurous team away days** and celebratory outings.

Ready to Apply?

Thanks for reading through this job pack!

Think you have what it takes to fulfil this role at GirlDreamer?

To apply, complete [this form](#) and upload your CV via the prompted question in the form.

Application Deadline: 16th November 2023

Interviews: Week beginning 20th November 2023

Start Date: 11th December 2023

Got a question? Munpreet Kaur - hey@girldreamer.co.uk





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girldreamer.co.uk