



Plus Importance Project

Marketing Lead

Application Pack





About Us

The Plus Importance Project is a newly registered charity that improves understanding and inclusion of people in the + of LGBT+, defined as *“sexualities, gender identities and sex characteristics including, but not limited to, asexual, genderfluid, genderqueer, intersex, non-binary, pansexual and queer”*.

As **the UK’s first registered charity with a focus on the + of LGBT+**, we aim to create a world where those who identify fully or partly in the + of LGBT+ experience equal rights, respect and representation.

We do this by:

1) Training and supporting organisations

We work with organisations to help them be more + inclusive. This includes:

- running training sessions
- providing a review service that identifies areas for improvement in an organisation’s policies, forms, web content etc.
- creating a culture strategy with their leadership team to embed change and inclusion efforts long-term
- providing an update service to keep organisations we have worked with updated on changes to our best practice guidance

2) Improving public awareness of identities in the +

This includes social media, appearances at events, media appearances/interactions and responding to public consultations.

3) Undertaking research

This includes conducting, collating and commissioning research on different identities and the experiences of people in the + of LGBT+.

Role Description

As our Marketing Lead, you will oversee aspects of our work such as our social media, website and newsletter. You will also share your expertise in this area with other volunteers to help them make informed decisions.

This role requires a time commitment averaging 3 hours per week, including meetings with the Founder, the social media volunteers and other ad-hoc meetings.

Responsibilities:

- Overseeing and supporting the charity's social media, including coordinating a team of social media volunteers
- Managing the charity's website and supporting the development of new public-facing aspects of the organisation, such as a newsletter
- Responding to questions and feedback from the public and managing our response to any criticism or abuse
- Building relationships with the public, the media and other organisations
- Obtaining useful insights of trends, potential partners and opportunities, and updating others on relevant news
- Supporting the wider work of the Plus Importance Project



Person Specification

Essential:

- Experience of marketing, social media etc.
- Excellent communication skills
- Skills/experience in content creation
- Passion for the work of the charity
- Personal or professional interest in the work of the Plus Importance Project
- Able to offer at least 3 hours per week

Preferable:

- Experience of coordinating a small team
- Knowledge of relevant laws, restrictions and best practice, such as libel, accessibility and charity political activity

We particularly welcome applications from people that have lived experience that is currently underrepresented in our team, such as people who are Black, Asian, intersex or aromantic.



To Apply

To apply for this role, please email our Founder Matt Humberstone (he/him) on matt.humberstone@plusimportance.org.uk by **9am on Friday 10th May** with a CV and cover letter detailing your interest and suitability for the role.