

Introduction to Spark and Co.

Spark and Co. is a Community Interest Company that supports racialised people in the UK to access support, services and information.

We launched in April 2022, as we entered our first national Covid-19 lockdown, and since then we have delivered programmes and campaigns for our community.

Our goal is to tackle inequalities in the UK by equipping our users with information, education and opportunity. We also work with businesses and charities, providing research and consultancy enabling organisations to build their anti-racism approaches.

For more information, [visit our website here](#) and find out about [our team here](#).

How we work

Empowering our communities - We believe in equipping communities with tools that match their individual needs. This includes making educational resources, sharing opportunities and support services accessible and available to them.

Creativity through collaboration: We are constantly identifying creative opportunities where we can connect, collaborate and create content that is engaging, impactful, educational and inspirational.

Intersectionality through inclusion: Racialised people in the UK are at the heart of everything we do. We are driven by our vision for an equal society and will always ensure that we are amplifying and creating spaces for racialised people.

Expertly supported: We work with experts such as doctors, researchers, community leaders and charities in order to understand people's needs. We take an evidence based approach to creating support and content.

Digital Marketing and Website Support Role

Location: Remote, virtual working (with the occasional team day / meeting in London, travel expenses covered when required)

Commitment: 2 days per week (8 days per month)

Remuneration: £130 per day £1,040 per month)

Contract: Independent / Self employed / Freelancer

You would be joining a small, flexible and growing team committed to anti-racism in this role as our Digital Marketing and Website Support. You would be working closely with the Director as well as the Brand and Community Lead.

This role would be responsible for the following areas:

Digital Content

- **Content planning:** working with our Brand and Community Lead to develop our content plan. This includes ensuring we cover key dates, themes, and respond to emerging news or events affecting our community.
- **Content creation:** Creating and managing content for our social media, newsletter and blog posts.
- **Managing content:** Posting and scheduling content across our digital channels including drafting captions, hashtags and image descriptions.
- **Uploading, updating and housekeeping:** Keeping content up to date on the website, resources directory and Canva.
- **Brand guidelines:** Supporting the delivery of our brand guidelines and tone of voice through accessible content.

Digital Engagement

- **Paid ads:** Managing a small ad spend budget and creating ads for social media
- **SEO:** Using an SEO friendly approach to drive traffic to the website and engagement with content
- **Community engagement:** Tapping into community groups / platforms on social media to drive interest and engagement with content. Finding ways to interact, support and engage with our community on a rolling basis.

Measuring, tracking and reporting

- **Agreeing goals and targets:** Working with the Director and Brand and Community Lead to agree what we want to achieve, and how we will measure it.
- **Measuring and tracking analytics:** Looking at the engagement numbers across key platforms to ensure content performs well.
- **Data led:** Reviewing the data and analytics to inform and drive the direction of content.

Skills and Experiences

- Track record of content creation
- Experience using Canva
- Experience of using Google Analytics

- Experience implementing email marketing campaigns and drafting newsletters
- Experienced using social media platforms like Instagram, Twitter and Facebook
- Knowledge of SEO tactics and managing paid ads [desirable]
- Willingness to learn and implement new approaches
- Passionate about anti-racism

How to apply

- Send us:
 - A short email about your interest in the role
 - Your CV / LinkedIn profile / website or portfolio
 - An example of your work e.g. content you have created for social media / a website / a campaign
- Email the above to workwithus@sparkandco.co.uk
- Key dates:
 - Deadline to apply: Monday 5th September
 - Initial conversation (30 mins) with [Zoe Daniels](#) via Zoom will take place during Monday 12th -1 Friday 16th September
 - A follow up conversation with [Ishita Ranjan](#) via Zoom will take place on Friday 23rd September.