

Ahmed Iqbal Ullah Education Trust

Job description

The Ahmed Iqbal Ullah Education Trust is Hiring!
Social Media Intern (18 months - fixed term)

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HOW TO APPLY: Please send

1. **an up-to-date CV** and
2. **a cover letter** in which you should demonstrate how you meet **each of the criteria** required in the person specification by giving specific examples.

Please email both documents as attachments

to helen.cooley@manchester.ac.uk before 12noon on Thursday November 30th 2023

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ABOUT US: The Ahmed Iqbal Ullah Education Trust is one of a few national heritage organisations that actively collects and provides access to the stories of Black, Asian and Global Majority communities (which are currently under-represented in UK archives).

The Ahmed Iqbal Ullah RACE (Race Archives and Community Engagement) Centre, our sister organisation, is a specialist library and archive focusing on the history of global majority communities in Greater Manchester (and beyond), as well as anti-racist activism, refugeeism and migration, and the development of thinking about race and ethnicity. Our unique historical archives, library special collections, and oral history collections contain material documenting the history of global majority, migrant and refugee communities particularly within Greater Manchester and North West England. Many of these collections have been drawn from community-led projects developed by the Ahmed Iqbal Ullah Education Trust, and reflect our collaborative approach to archive collection and curation.

The Ahmed Iqbal Ullah RACE Centre and Education Trust are uniquely positioned as an archive and library operating out of an important civic building that is centrally located and accessible as a public library, ensuring that everyone can access the material it holds. The AIUET was created in 2001 and is a registered charity governed by a board of Trustees, located in Manchester Central Library and are part of the Archives+ partnership.

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The Centre's work and that of the Ahmed Iqbal Ullah Education Trust (the Centre's sister organisation and a registered charity) is focused on supporting groups and individuals of global majority heritage to explore and preserve their own histories whilst supporting world class research and promoting national discourse around race, ethnicity and migration.

The Centre and Trust are named after Ahmed Iqbal Ullah. Ahmed was a Bangladeshi-heritage school boy who, at the age of 13, was killed in a racist attack by a fellow pupil in the playground of a high school in Manchester. Manchester City Council commissioned an inquiry. The Inquiry report, (the Macdonald Report, published in 1988) concluded that race and racism had been a key factor in Ahmed's murder.

Our vision is an inclusive, equally represented and racially just society where everyone belongs. Our mission is to make global majority history, heritage and culture more accessible, supporting excellence in research and learning through community partnerships and inclusive practice.

Our values and guiding principles are

- We work collaboratively and respectfully for others, centring the needs of global majority groups and not those of the institution.
- We take a lead in challenging inequality, discrimination and bias.
- We work courageously to uncover, record and collect marginal histories by providing a safe space for discussion, learning and exploring.
- We proactively seek to share our platform and privilege.

ABOUT THE ROLE: Social Media Intern (18 months - fixed term)

This is an exciting opportunity that would suit an imminent/recent graduate or a tech savvy, motivated and creative individual to gain valuable experience in the community heritage sector. The social media intern will be responsible for managing the Centre and Trust's various social media accounts and supporting the wider team to create engaging content. You will have awareness of and commitment to the work of the AIU RACE Centre and Education Trust with an understanding of Equality, Diversity, Inclusion and delivering in an actively Anti-racist environment.

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Place of Work

This post is based primarily in the Ahmed Iqbal Ullah RACE Centre, Manchester Central Library.

Interviews will take place on 12th, 14th and 19th December 2023.

ENQUIRIES ABOUT THE VACANCY, shortlisting and interviews: Please contact Safina Islam (Head of Ahmed Iqbal Ullah Education Trust), Safina.Islam@manchester.ac.uk

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These vacancies will close for applications at 12 noon on 30th November.

Please see below for the Further Particulars document which contains the person specification criteria.

As an equal opportunities employer we welcome applicants from all sections of the community regardless of age, sex, gender (or gender identity), ethnicity, faith, disability, sexual orientation and transgender status. We are particularly interested in applications from members of under-represented groups in the heritage sector.

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FURTHER PARTICULARS

Ahmed Iqbal Ullah Education Trust (AIUET)

Particulars of Appointment:

Job Title: Social Media Intern (0.6 FTE)

Organisation & Location:

Ahmed Iqbal Ullah Education Trust

Ahmed Iqbal Ullah Education Trust, Manchester Central Library and Hybrid working

Salary: £22000 per annum pro rata

Hours per week: 21 hours

Duration: 18 months (fixed term)

About the Ahmed Iqbal Ullah Education Trust:

The Ahmed Iqbal Ullah Education Trust is one of a few national heritage organisations that actively collects and provides access to the stories of Black, Asian and Global Majority communities (which are currently under-represented in UK archives). The Ahmed Iqbal Ullah RACE Centre, our sister organisation (part of the University of Manchester Library Special Collections) is an open-access, collections-based anti-racist organisation, which focuses on documenting the history of UK race relations, as well as archiving the lived experiences of Global Majority communities in Greater Manchester and beyond.

Overall purpose of the job:

- This is an exciting opportunity that would suit an imminent/recent graduate or a tech savvy, motivated and creative individual to gain valuable experience in the community heritage sector.
- The social media intern will be responsible for managing the Centre and Trust's various social media accounts and supporting the wider team to create engaging content.
- You will be given the opportunity to shadow various roles in the organisation and supported to develop your skills in the sector as part of this opportunity.

Key Responsibilities:

- Manage the @aiucentre accounts and posts content ensuring brand and accessibility guidelines are met and consistently applied with the language, images and associated material posted
- Work alongside the Centre and Trust team to create a plan for social media strategies monthly and schedule posts where appropriate
- Assist in the growth of the Trust and Centre brand by raising awareness through various social media platforms
- Brainstorm and then deliver campaigns and digital engagement projects
- Create engaging content

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- Support in the daily aspects of promoting collections, stories and campaigns on digital platforms
- Monitor and interact with followers by communicating and answering questions through the @aiucentre channels
- Help coordinate content and blogging calendar to promote activity, events and campaigns for the website
- Upload and edit blogs and content on website
- Work closely with and support the work of the collections engagement officer, newly created YP and schools engagement officer and digital engagement collections assistant
- Produce and act on analytics
- Such other duties as may reasonably be associated with the grade and a role of this nature
- To work at RACE Centre site (Manchester Central Library) as required
- To be flexible in relation to hours of work as may be reasonably requested from time to time
- To understand the specific context within which the role operates and how it relates to the wider Centre and Trust goals and business processes, in order to facilitate informed decision making
- To share in the Trust's vision and mission and ensure the working environment reflects the Trust's values and guiding principles

Person Specification

- Attained or about to attain a Bachelor's degree or equivalent experience
- Experience of using Instagram, X, Facebook and YouTube for social media campaigns/digital engagement
- Familiar with multi-social posting through programs such as Hootsuite and HubSpot
- Comfortable working with Microsoft Office, Canva and image editing software
- General knowledge of Analytics Search Engine Optimization and internet ranking for web content
- Entry level experience in devising marketing campaigns for specific audiences
- Entry level understanding of marketing strategy and how to use the concepts throughout various forms of outreach

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- Enthusiasm, flexibility and experience of working proactively, prioritising multiple competing tasks to ensure objectives and deadlines are achieved
- Excellent oral and written communication skills with experience of adapting content and style to a variety of audiences
- Experience of working closely with or in a Global Majority community setting and delivering and developing digital engagement activities with a wide range of diverse audiences
- Ability to work independently, use own initiative and to see projects through to completion
- Possess tact, sensitivity and diplomacy skills to liaise with a range of internal and external contacts at all levels
- Excellent office administration skills and experience delivering a high standard of customer service
- Excellent IT skills, including use of technology in a heritage setting
- Willingness to work occasionally outside regular office hours (i.e. evenings and weekends) with reasonable adjustments if required (e.g., for caring responsibilities or long term conditions/disability)
- Knowledge and an interest in the histories of Global Majority people in the UK
- Awareness of and commitment to the work of the AIU RACE Centre and Education Trust with an understanding of Equality, Diversity, Inclusion and delivering in an actively Anti-racist environment

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