**JOB DESCRIPTION**

**Job title:** Social Media Manager  

**Location:** Jordan and/or Palestine  

**Purpose:** To assist in raising Bidna Capoeira’s presence through social media  

**Reporting to:** Programme Support Officer  

**Commitment:** 3 days/ week flexible days. Flexible working hours! BC is happy to negotiate what would work for you.  

**Benefits:** As a volunteer working with Bidna Capoeira this is an opportunity to  
- help transform lives, work with an innovative and fast growing charity and be inspired every day  
- Develop and implement you own Social Media strategy  
- Create an impressive portfolio of work  
- Expenses (lunch and travel) are on us!  
- Excellent contact building through our fantastic NGO network  
- Learn about how the NGO sector works  

**Seeking independent thinkers**  
"We are supporting you in what you are already good at, yes, but more importantly, we’re supporting you to use your judgement and act in the best interests of vulnerable young people to create transformational change”.  

Tarek Alsaleh  
*Founder Bidna Capoeira*

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**Overview of Bidna Capoeira’s programme**

**Bidna Capoeira (BC) is not a capoeira school.** BC is a social organisation that supports grassroots capoeira initiatives to help traumatised children and youth, particularly refugees. BC’s approach is respectful to all capoeira styles and traditions, and we do not follow any particular school. Training takes place in conjunction with the input of a psychosocial counsellor. Our goals include using principles of capoeira training, such as the development of confidence and self-respect, to produce positive societal impacts, such as decreased levels of violence and aggression, improved mental health, better school performance and increased positive behavioural choices.  

Bidna Capoeira was founded in 2007 working with street children in Syria (where it still has projects). BC has been active in the West Bank, Palestine, since 2011 and a project started in Jordan in July 2014.
Role Overview

We believe marketing is vital to realising our goal of giving free capoeira to under-privileged children around the world. We are looking for support from potential sponsors, NGOs, and the capoeira community. The role of the Marketing Design Volunteer is to convince them through developing creative marketing designs to support us.

The Social Media Manager role requires a motivated and organised person. We have already identified the key messages and channels that will connect us with our audiences so what you will need is a broad understanding, on design programmes like photo shop, in design etc. to get those messages across!

The role will contribute to the Bidna Capoeira (BC) brand being disseminated more widely, and ensure that communication outputs are appropriate for the wide range of audiences the BC interacts with. This is a very hands-on practical job.

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| • Passionate about Bidna Capoeira  
• Creative!  
• Excellent written English  
• Minimum of 2 years experience and knowledge of social media and its potential for an organisation like Bidna Capoeira  
• Ability to work as a team, even if based from home | • Experience in Photo shooting and filming/editing  
• Comfortable using design programmes such as Adobe InDesign  
• Experience of online marketing and/or fundraising  
• Arabic, Portuguese and/ or other language skills |

Role Responsibilities

- Manage and create content for BC’s online presence including on Facebook, Twitter and through blogs. Post on relevant blogs and create content as needed
- Develop online fundraising campaigns
- Become a project advocate in social media spaces, engaging in dialogue and answering questions where appropriate
- Build and manage an active online network of BC supporters
- Support with creating content for and disseminating BC’s newsletter
- Design flyers and posters and keep the website updated

To Apply

Open application with the subject ‘Applying for Social Media Manager’ including a current CV (including details of a personal and professional referee) of no more than 2 pages, a covering letter of no more than one page, and an example of your written work online to Applications@BidnaCapoeira.org

In order to minimise administrative costs, Bidna Capoeira will only contact short-listed candidates.