

The Anne Frank Trust UK is an education charity that empowers young people with the knowledge, skills and confidence to challenge all forms of prejudice and discrimination. We are looking for copywriters, graphic designers, and filmmakers/photographers with experience of working with young people at secondary school age to help us pilot our new *Switch Off Prejudice* programme in London and the West Midlands.

Role description

Working alongside our education delivery team, you will support a group of 20 to 40 young people in creating a social media campaign challenging an issue of prejudice that affects them in their school or local community, or celebrating an aspect of their local community.

We are running a workshop session in Birmingham on the 5th June, and in London w/c 19th June (date TBC). We will be running these workshops on a termly basis in both regions over the next few years, and there may be a need to visit schools in the area to support the young people with their campaign. Facilitator guidelines are available, but there will be some initial preparation with our delivery team (either face-to-face or Skype call). It may also be necessary to shadow some of our work in schools to see the first day of the training programme.

Programme and person specifications

- Copywriters – Run an hour long workshop for 30 – 40 young people to formalise their campaign ideas into a structured piece of written copy to help form the basis their social media campaign. Copywriters may want to cover:
 - How to write headlines, sub-headlines, hashtags, introductions and conclusions
 - How to connect with the target audience and develop a ‘voice’
 - How to create a dominant emotion for the narrative
 - How to apply calls to action (CTA)
 - How to write persuasively
 - How to use sensory language
 - How to create narrative heroes
 - What to consider when citing data/research sources
- Filmmakers/Photographers – Run an hour long workshop for 15-20 young people to help them create films to support their social media campaign. The young people should be able to storyboard their films, and film and edit films using mobile devices (we’re using Lenovo Yoga Tablets, but the Ambassadors will most likely have their own mobile devices with them also, and we would expect that you would bring your own equipment).
- Graphic Designers – Run an hour long workshop for 15-20 young people to help them create infographics to support their social media campaign, introducing to current graphic design trends and using existing online software such as Canva (we’re using Lenovo Yoga Tablets, but we would expect that you would bring your own equipment).

Specifically, you must also be skilled at working with young people. Patience, enthusiasm, creativity, reliability and a sympathy for the values of the Anne Frank Trust UK are essential qualities.

If this role is of interest, please indicate which region/s you'd be interested in working in and send your CV, a link to examples of your work, your daily rate and/or a quote for the cost of working of supporting the training days (envisaging 1 day delivery; ½ day preparation; ½ day follow-up) to shona@annefrank.org.uk as well as the relevant regional manager/s:

London: aimee@annefrank.org.uk

West Midlands: donna@annefrank.org.uk

Closing date: 15th May