

JOB DESCRIPTION

Job Title: Content & Social Media Officer		Updated Month/Year: July 2026
Directorate: Marketing & Engagement	Reports To Job Title: Head of Marketing	Location: Remote contract with occasional travel to shoots and meetings

Role Context:

NCT, the National Childbirth Trust, is the UK's charity for pregnancy, birth and early parenthood. For 70 years, we've been alongside women and parents, offering trusted information, practical support and building communities. We're here for every parent, to help them feel confident, connected and safe.

We are best known for our award-winning antenatal classes, but we also do much more. We campaign on issues that matter to parents, provide infant feeding support, and run thousands of free community events and activities led by our amazing volunteers. We also support families facing challenges like social isolation, feeding difficulties, and poor mental health. We offer support in communities, in hospitals and online. Last year we supported 250,000 parents on their unique journeys through pregnancy, birth, infant feeding, and early parenthood.

Role Purpose:

To produce high-quality content across NCT's external channels, supporting social media and marketing campaigns, communications and income generating activity as a key member of the Content Studio.

A key part of this role involves creating and producing high-quality, engaging and audience-led content across multiple formats including video, social, email, web and press materials. Working closely with the Content & Social Media Manager and wider Marketing & Engagement directorate, you'll respond to briefs, develop creative content and ensure all output aligns with NCT's brand, messaging and tone of voice.

The role also supports the day-to-day delivery of NCT's social media activity, including content development, scheduling, community engagement and identifying reactive opportunities. You'll play an important role in helping build meaningful connections with parents and ensuring NCT remains relevant.

Success in the role requires a blend of content production and social media delivery, combining strong copywriting, design and content creation skills with excellent organisation, attention to detail and a proactive approach to identifying opportunities and improving performance.

Key Accountabilities/Duties:

1. Content creation and production

- Create high-quality, engaging and accessible content across multiple formats, including video, social media, email, web and other campaign assets.

- Write compelling copy and design marketing assets, that reflect NCT's brand, tone of voice and messaging.
- Capture and edit short-form video content.
- Use visual design tools and capture/edit short-form video content, ensuring high standards of creativity, consistency and attention to detail.
- Adapt content for different platforms and audiences – ensuring everything has a clear purpose and is designed to meet organisational priorities.

2. Social media management

- Support the of day-to-day- management of NCT's social media channels - Facebook, Instagram, LinkedIn and TikTok.
- Work with Content & Social Media Manager and wider directorate to plan and coordinate social activity across key campaigns, partnership activity and awareness days in line with the annual plan.
- Maintain channel best practice and platform-specific approaches, ensuring content goes out on time and to a high standard.
- Alongside the Content & Social Media Manager identify reactive and real-time opportunities across social and the external environment, flagging emerging trends.
- Work closely with the Communications team on reactive content linked to media or external events, ensuring alignment and appropriate tone.
- Monitor social channels and respond to comments and messages in a timely manner, including identifying where escalation is required.

3. Content Studio delivery

- Work closely with the Content & Social Media Manager to deliver content supporting marketing campaigns, strategic partnership activity and organisational priorities.
- Manage own workload effectively within the Content Studio, balancing brief deadlines and planned vs reactive activity.
- Collaborate with colleagues across Marketing, Communications and Fundraising & Strategic Partnerships to ensure content is delivered on time and to a high standard.
- Support smooth running of the Content Studio by flagging risks or capacity issues and proposing solutions.

4. Insight, reporting and continuous improvement

- Use data, feedback and insight to refine and improve content production and social media output over time.
- Keep up to date with platform developments, content trends and design best practice.
- Monitor content and social media performance, sharing insights and recommendations with colleagues to support continuous improvement.

5. Ways of working

- Operate effectively within a fast-paced and sometimes sensitive environment, demonstrating sound judgement and decision-making.
- Participate in shared team responsibilities for reactive communications, including occasional out-of-hours working and rota-based cover for press phone/inbox where required.
- Contribute to a collaborative, proactive and audience-focused Content Studio culture.

Role Dimensions:

Area of Responsibility	Details
Key Stakeholders	Content & Social Media Manager, Head of Marketing, Marketing & Growth Manager, PR & External Communications Manager, Head of Communications, Fundraising & Strategic Partnerships team.
Governance Reporting Lines	To be confirmed in post
Groups and Meeting Attendance	To be confirmed in post

NCT Culture and Working Practices:

Our Values - Welcoming, Collaborative, Inclusive, Bold, Trusted

Safeguarding and Health and Safety - The welfare and safety of individuals is at the heart of everything that we do. NCT is committed to safeguarding, Health and Safety, and promoting the welfare of children and adults and expects all staff to share this commitment.

Equity, Diversity and Inclusion - NCT is committed to social justice and equity. We are dedicated to being an anti-racist charity and believe that inclusion is everyone's responsibility. Being there for every parent requires bold action to challenge inequalities. By creating inclusive spaces and services that are built on collaboration and trust, we welcome and celebrate diversity and strive to meet the needs of the pregnant women, new parents, families and communities that we serve.

Declaration:

This job description is intended to be forward thinking and indicative rather than final and exhaustive. The listed responsibilities and key duties and tasks may develop and evolve over time and NCT reserves the right to update and/or remove certain elements. NCT endeavours to keep substantial changes to a minimum and to promptly update this job description to take account of such developments.

PERSON SPECIFICATION:

Element	Specification	Essential/Desirable
Experience	• Experience creating engaging content across multiple channels, including social, web, email and video.	Essential
	• Experience managing social media accounts for a charity or brand – including planning, scheduling and publishing content.	Essential
	• Experience monitoring and managing social communities, including responding to comments and message and escalating issues where appropriate.	Essential
	• Experience taking a content brief from concept through to delivery, managing multiple deadlines and priorities.	Essential
	• Experience contributing to reactive issues or campaigns in a fast-moving or sensitive environment.	Essential
	• Experience working in a charity or purpose-led organisation or experience working in the pregnancy and parenting sector.	Desirable
Knowledge	• Good understanding and knowledge of various social media platforms including Facebook, Instagram, LinkedIn and TikTok and best practice content for each.	Essential
	• Knowledge of using visual design and scheduling tools, i.e. Canva and Buffer.	Essential
	• Understanding of brand and tone of voice, and how to apply these consistently.	Essential
	• Knowledge of accessibility and inclusive content principles.	Desirable
Skills	• Excellent copywriting, editing and proofreading skills.	Essential
	• Strong content production skills, including creating visual and video content.	Essential

	• Ability to generate creative ideas and adapt content for different audiences and channels. • Ability to manage multiple priorities and deliver work on time in a fast-paced environment. • Strong communication and organisation skills with high-level of attention to detail. • Photography or videography skills.	Essential Essential Essential Desirable
Personal attributes/Other	• Organised and adaptable to changing priorities - able to work calmly under pressure. • Collaborative and supportive within a small team. • Creative, proactive and enthusiastic. • Willing to be responsive and flexible, including occasional out-of-hours or reactive support.	Essential Essential Essential Essential

End of document.