

Job Title:	Digital Content & Social Media Officer
FT/PT:	FT
Location:	Himmah Hub
Salary:	£30,000 - £34,000
Reports to:	Deputy Director
Job purpose: The Digital Content & Social Media Officer will lead the day-to-day coordination of Himmah's social media and digital content, helping tell the story of an organisation working to tackle poverty, racism and inequality while building community power, solidarity and new forms of community-led infrastructure. Himmah works across food justice, community organising, culture, racial justice and economic inequality. We do not see communications simply as promoting services. Storytelling is part of how we make injustice visible, fundraise, celebrate community action and help people imagine and build alternatives. The postholder will coordinate content across Himmah and its different projects, producing regular, high-quality video, photography, written and social content that brings our work, people and ideas to life. They will be a part of a team of four, who work across Himmah's main and project channels, ensuring each has a clear, active and engaging digital presence. The role will also provide digital content support to fundraising campaigns, working with the Community Fundraiser to help turn fundraising activity into strong digital stories, appeals and calls to action. Fundraising will be a supporting element of the role rather than its primary responsibility.	
Responsibilities and main duties: Social Media Coordination • Coordinate and manage Himmah's social media channels, including Instagram, TikTok, Facebook and LinkedIn. • Coordinate content across Himmah's different projects and brands.	

- Maintain a forward content calendar and ensure regular content is being published.
- Work with staff across Himmah to identify upcoming activities, stories and opportunities for content.
- Coordinate with the Graphic Designer and other members of the digital team.

Content Production

- Produce regular short-form and semi regular long form, video content for Himmah and its projects.
- Create photography, written posts and simple social media content.
- Capture stories from Himmah's programmes, events, volunteers and communities.
- Develop recurring content formats that help audiences understand Himmah's work.
- Repurpose strong content across different platforms where appropriate.

Events and Organisational Activity

- Attend priority Himmah events and activities to capture content.
- Produce timely event videos, photographs and social media coverage.
- Maintain awareness of Himmah's wider organisational calendar so important activity is not missed.

Audience Growth and Performance

- Monitor reach, engagement, views and follower growth.
- Identify what types of content perform well and adjust content accordingly.
- Test new formats, trends and collaborations.
- Produce a simple monthly overview of digital performance.

Digital Fundraising Support

- Work with the Community Fundraiser to provide digital support for agreed fundraising campaigns.
- Produce videos, social posts, and calls to action.
- Support digital promotion of fundraising events and appeals.
- Ensure fundraising campaigns have the digital content they need.

Content Systems

- Maintain an organised library of photographs, video footage and digital assets.
- Support the use of social media scheduling and content management tools.
- Help ensure Himmah has the equipment and systems required to produce good-quality content.

Other

- Work with staff across the organisation
- Attend team meetings and training
- Support wider organisational activity where needed
- Undertake any other reasonable duties

Person Specification

Essential

- Experience managing social media accounts.
- Strong experience producing social media content.
- Confident filming and editing short-form video to produce high quality videography.
- Good understanding of Instagram, TikTok, Facebook and LinkedIn.
- Ability to spot a good story and turn it into engaging content.
- Good written communication skills.
- Ability to manage a content calendar and multiple channels.
- Comfortable attending events and working with different teams.
- Understanding of social media analytics and audience growth.
- Commitment to Himmah's values and work.
- Experience using Canva or similar design tools.

Desirable

- Photography skills.
- Experience working for a charity, community organisation or campaign.
- Experience producing content for fundraising campaigns.
- Experience managing several brands or social media accounts.