

Social Media Manager

AuDHD UK

Location: Remote (UK-based preferred)

Reports to: Chief Operating Officer

Commitment: Flexible, part-time (details negotiable)

Role: Unpaid volunteer position

Purpose: To manage and grow AuDHD UK's social media presence by planning, creating, and sharing engaging content that raises awareness, fosters community, and supports the charity's mission.

Key Responsibilities

Planning

- Research social media trends, audience interests, and relevant topics to inform content.
- Develop and maintain a social media content calendar to ensure consistent and timely posting.

Content Creation

- Work with the Social Media Content Creator to design and produce creative, accessible social media posts, including graphics, videos, and written content.
- Schedule and publish posts across platforms such as Instagram, Threads, Facebook, and LinkedIn.

Engagement

- Monitor social media channels, respond to comments and messages, and foster positive interactions.
- Analyse engagement metrics to assess performance and inform future content strategies.

Additional Duties

- Collaborate with other teams to align social media with broader campaigns

and events.

- Record accurate meeting minutes in team progress meetings
- Stay informed about social media best practices and platform updates.
- Support the development of an inclusive and welcoming online community.

Essential Skills & Attributes

- Experience managing social media accounts for organisations or projects.
- Strong content creation skills, including graphic design and copywriting.
- Good written English
- Good understanding of social media analytics and tools.
- Creativity, organisation, and attention to detail.
- Commitment to AuDHD UK's mission and values.
- Lived experience of AuDHD or neurodivergence (desirable).

Time Commitment Estimate

- Planning: 1–2 hrs/week
- Content creation: 2–4 hrs/week (if Content Creators are away)
- Engagement: 1–2 hrs/week

Mission Alignment Requirements

All applicants must demonstrate:

- Understanding of AuDHD UK's core purpose.
- Commitment to volunteer-led service delivery.
- Adherence to safeguarding and ethical guidelines.