



Form to arrange for a job vacancy to be advertised

Name of manager making request:	Kendal
Job Title:	Social Media Officer
Department:	Marketing & Comms
Email address:	

Job title of role to be advertised:	Social Media Officer
Date submitted:	4/2/26

The Social Media Officer will be responsible for implementing a comprehensive social media strategy to increase brand awareness, grow our user base, enhance engagement, and support our fundraising and advocacy efforts. This role requires a strong understanding of social media platforms, content creation, and community management.

What we are looking for:

- Proven experience managing social media accounts for an organization or brand
- Strong understanding of social media platforms (including Facebook, Instagram, LinkedIn, X, TikTok, YouTube)
- Excellent writing and presentation skill
- Demonstrable social networking experience
- Social analytics tool and SEO knowledge is desirable

We're looking for a talented social media officer with experience in driving engagement growth and great organisational skills. You will collaborate with the Marketing Lead to develop our strategy and take ownership of building our social media presence and cultivating a strong connection between our brand and our target market. Your ambition and creativity will help us reach even more users and to ultimately raise awareness of the causes we champion.

What they will be doing [individuals role]

- Work with the Marketing Lead in creating and implementing a social media strategy aligned with the organization's goals and target audience.
- Maintain a social media calendar.
- Create engaging and compelling content for various social media platforms.
- Manage and maintain social media accounts, ensuring consistent branding and messaging.
- Schedule and publish content across platforms.



Qualification/Experience	Level of experience Student/Graduate/ Entry/mid/senior	Essential	Desirable
Social media marketing	Any	Experience in creating social media content	Proven record in growing social media community

Availability required [hours per week]:	c.5 hours
Project length [long-term/short-term/flexible]	Long-term (6 months plus)