



Job Title: Social Media Officer

Organisation: Inward Parenting CIC

Location: Remote

Hours: Flexible (approx. 1-2 hours per week)

About Us:

We are dedicated to supporting single mothers on their parenting journey. Our mission is to provide a nurturing and empowering environment where mothers can learn effective strategies to care for both them and their families.

Role Overview:

We are seeking a talented and enthusiastic Social Media Officer to help grow our digital presence. This voluntary role is perfect for someone looking to build their experience in social media management while contributing to a cause that makes a real difference.

Key Responsibilities:

- Develop and implement a social media strategy to increase brand awareness and engagement across platforms like Instagram, Facebook, LinkedIn, and TikTok.
- Create and schedule regular posts, stories, and interactive content (e.g., videos, polls, questions, and quizzes) that align with our mission and engage our community.
- Engage with followers, responding to comments and messages in a warm and professional manner.
- Collaborate with our team to promote campaigns, events, and fundraising initiatives.
- Track performance metrics and suggest improvements to enhance engagement.
- Stay on top of social media trends and adapt content to stay relevant, ensuring our messaging is fresh and engaging.
- Collaborate with the wider team to ensure content aligns with overall communications goals.

What We're Looking For:

- A passion for social media, creativity, and community engagement.
- Strong understanding of digital trends and audience growth strategies.
- Self-motivated and able to manage time effectively.

- Experience with social media platforms and content creation (graphic design, video editing, or copywriting is a plus).
- Ability to work independently while also collaborating with a team.
- A creative mindset with an eye for engaging, visually appealing content.
- Knowledge of social media analytics and tools (e.g., Facebook Insights, Instagram Analytics, Hootsuite, Canva).
- Strong written communication skills and an understanding of tone and messaging.
- A genuine interest in social causes and in supporting families and parenting initiatives.
- Prior experience in social media management or content creation is a plus but not essential.

What We Offer:

- The opportunity to gain valuable experience in social media marketing, content creation, and digital strategy.
- Flexible working hours and the ability to work remotely.
- The chance to work with a passionate team and contribute to a meaningful cause.
- A platform to develop your skills, build your portfolio, and enhance your professional growth.
- A reference and letter of recommendation upon completion of your role.

How to Apply:

If you are excited about this opportunity and believe you have the skills and passion to contribute to Inward Parenting's mission, we would love to hear from you!

Please send your CV, along with a brief cover letter explaining why you are interested in this role and what you can bring to the team, to mubina@inwardparenting.org.uk.

Deadline for applications: 14 May 2025

We look forward to hearing from you!