

ORGANIC SOCIAL MEDIA OFFICER

Duration:	Temporary until September 1st 2026
Salary:	Circa £39,000 per annum
Job Level:	5
Hours:	35 hours per week with the requirement to work outside core hours and be part of an on-call rota
Disclosure Level:	Basic. This role will occasionally involve direct or indirect work with children.
Reports to:	Senior Organic Social Media Manager
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Public and Partnerships Engagement exists to deliver best in class public engagement and partnerships to create a world fit for children. This passionate, dynamic and challenger team, driven by insight, exists to drive growth in income, influence, and impact for children.

The Communications function within Public and Partnerships Engagement is home to Organic Social Media, Media Relations, Internal Communications, Ambassador Relations, Creative, and Strategic Communications teams. This pivotal team cuts across the whole of the organisation.

ABOUT THE ROLE

The Organic Social Media Officer (fixed term contract) is a multi-disciplined role responsible for delivering across UNICEF UK's public fundraising, brand awareness, advocacy campaigns and humanitarian emergencies.

As Organic Social Media Officer, you play a key role in supporting the day-to-day management of our organic social media channels. You'll support the Organic Social Media Manager in creating, planning and scheduling a monthly content calendar and have the opportunity to lead on projects and awareness days.

You'll play a key role in monitoring KPIs and key metrics for regular reporting, content and campaign performance tracking, providing your insight to team reflection sessions, KPI trackers and campaign and project report.

This is an exciting and varied role and is an excellent opportunity for someone passionate about social media, storytelling, and children's rights. This role will involve curating communicating a broad range of UNICEF's programmatic work, including during UNICEF's response to humanitarian emergencies or crises to social media audiences. This work is both inspiring and challenging and at times can include reviewing distressing content relating to children. You will have access to comprehensive support and experienced colleagues.

What we will expect you to achieve

- Create, write and publish high-quality, on-brand social media content and plans for UNICEF UK's social media channels such as Instagram, Facebook, X, TikTok and YouTube. Adapt messaging for different audiences and platforms, ensuring content is accessible, maintains UNICEF's voice, brand and image guidelines. Uphold UNICEF UK's inclusive storytelling principles across all content you create.
- Produce and assist with the production of social media plans and toolkits for UNICEF UK Ambassadors and High-Profile Supporters on cross-organisational priority campaigns.
- Maintain social media content calendars including scheduled content and asset libraries, ensuring accurate and up-to-date information.
- Monitor audience comments on social platforms, particularly during live events, emergency response and large campaigns, escalating sensitive or high-risk comments to the Senior Social Media Manager and Head of Social.
- Keep our organisational values and storytelling principles at the heart of decision making when developing or publishing sensitive content, assess the potential impact on audiences and consider any safeguarding implications. Use sound judgement to determine whether internal escalation or consultation with safeguarding teams is required before release.
- Track and log key performance metrics using analytic tools and platform insights for monthly channel reporting. Support team members in the regular reporting of key campaigns and projects.
- Contribute to internal brainstorms, bringing creative social first ideas that would support UNICEF UK achieving their objectives across fundraising, advocacy and long-term influencing. Highlight suitable emerging trends, opportunities or risks on social platforms to the wider team.
- Develop and manage key internal and external relationships. These include: Internal stakeholder teams such as Media, Ambassador Relations, Creative, Brand, Advocacy, Campaigns and Marketing.
- Support the Senior Organic Social Media Manager and Organic Social Media Manager with partner social activations including coordination and tracking of deliverables.
- Take part in the team out of hours Emergency on call rota. This will include some evenings, bank holidays and weekends so UNICEF UK can respond to humanitarian emergencies and crisis communications promptly.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

PERSON SPECIFICATION

This section details the skills, behaviours and experience required for the role. All criteria in the Person Specification are essential.

Effective Behaviours

Supporter driven

- Takes a supporter-centred approach to storytelling, identifying ways to deepen a supporter's relationship with UNICEF UK through motion graphics and video whilst achieving the campaign objectives.
Communication
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity

Creating and innovating

- Consults others and shares expertise, know-how and ideas with colleagues for best results
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience and knowledge

Efficiency and effectiveness

- Manage conflicting priorities to ensure that objectives are achieved and deadlines met
- Responds flexibly to unforeseen events such as emergency responses to ensure that effectiveness is not compromised

Positive relationships

- Nurtures professional relationships with colleagues at all levels and with external contacts and partners to support the achievement of objectives
- Reflects on own thoughts, feelings and actions and is aware of own impact on relationships

Resilience

- Remains positive and quickly recovers from setbacks, keeping problems in perspective
- Takes a solution focused approach to problem solving to succeed in difficult circumstances
- Navigate complex or sensitive conversations with care and professionalism, recognising when to seek guidance or support to protect your own wellbeing

Relevant Experience

- Experience of working within multi-functional teams (including both internal and external stakeholders), supporting others and contributing to team decisions.
- Experience of managing multiple projects and prioritising workload and channel output accordingly.
- Experience of working in a similar role for a charity, brand or within an agency setting.
- Experience of working in a high-pressured environment with exposure to distressing content.

Specific Knowledge and Skills

- Proven knowledge of social channels, with experience in managing organic social delivery across Facebook, X, Instagram and TikTok, a strong understanding of how to optimise these channels to achieve business objectives.
- Producing, writing, and editing content for social media channels.
- Strong communication skills in delivering constructive feedback and advice.
- Understanding of social media consumer behaviour and how our actions and content will be perceived by the public.
- Awareness of the latest, evolving trends and opportunities across the social media landscape. Able to analyse and evaluate reports from social activity.