



Job Description for Social Media Officer

Department: Fundraising and Marketing

Reporting to: PR and Communications Manager

Salary: £30,000 – £32,000 (based on experience) pro rata

Location: Variety HQ, Camden Town, London (hybrid working)

Contract: Part-time, permanent

Working hours: 14 hours per week, flexible and hours to be arranged with Line Manager

ABOUT THE ROLE

Variety is looking for a Social Media Officer to join our Fundraising and Marketing team. Reporting to the PR and Communications Manager, the role will be vital in positioning Variety as a highly impactful charity and supporting our mission to fund life-changing practical support to disabled and disadvantaged children and young people across the UK.

You will be responsible for creatively growing our social media channels to increase engagement and reach new audiences. This includes content planning and ensuring our channels reflect Variety's campaigns, programmes and brand. You'll lead on community management and play a key role in developing and maintaining the charity's content library.

Working closely with colleagues across the organisation, you will help create integrated social media plans and support live coverage from our wide range of fundraising and cause-led events. You'll have opportunities to attend events and work directly with the children and families we support, helping to bring their stories to life.

Highly organised and creative, you will be confident in adapting content for different channels, ensuring it is delivered in the right format, tone and style for each audience.

You will be working with a supportive and knowledgeable team who regularly work from our vibrant office in the heart of Camden, London.

This role will require a DBS check.

ABOUT VARIETY

In the UK, there are more than 1.3 million disabled children and nearly 4 million children living in poverty. Variety exists to improve their lives. We believe every child has a right to live their best life and reach their full potential, whoever they are. We fund and deliver life-changing programmes that enhance their quality of life and give children and young people across the UK a better future.

Over the past 75 years we have supported over one million children by funding almost 6,000 Sunshine Coaches, almost the same number of wheelchairs, and giving thousands of grants to individual children, schools, youth clubs and other organisations for specialist equipment.

In addition, each year thousands of children take part in day trips, special events and educational activities as part of our Variety Great Days Out programme and every single day we are improving more young lives. We do it with practical, tangible help, that makes a real and immediate difference.

KEY RESPONSIBILITIES

- Manage social media accounts (Instagram, Facebook, TikTok, LinkedIn) and engage with audiences, including Variety ambassadors.
- Keep the social media schedule up to date (using Hootsuite) with consistent posting and avoiding clashes by planning in advance.
- Create engaging content that aligns with our overall mission by interviewing beneficiaries, creating graphics on Canva and filming reels and videos.
- Ensure social media content is child-centric and accessible.
- Attend events to capture social media content (these will always be pre-agreed in advance).
- Undertake analysis of social media outputs to ensure content is engaging and effective and then shape future content based on learnings.
- Community management of our social media channels, responding to posts and engaging with followers.
- Keep up to date with the industry by horizon scanning the charity sector and social media generally for the latest trends.
- Support the PR and Communications Manager as needed.
- Participate in staff meetings, fundraising team meetings and contribute to the success of Variety's fundraising and communications strategy.
- Any other duties as required.

SKILLS, KNOWLEDGE AND PERSONAL ATTRIBUTES

Essential

- Experience with Canva, Hootsuite and all social media platforms.
- Experience planning and scheduling social media content for a charity or similar organisation.
- Excellent copywriting skills.
- Experience using social media analytics tools.
- Understanding of GDPR and consent.
- Enthusiastic, organised and a creative self-starter.
- Understanding of the latest trends, technologies and standards in social media.

Desirable

- Experience of working with children or young people.
- Experience editing videos and photos.
- Experience interviewing beneficiaries.
- Understanding of disability, diversity and equality issues.
- Experience working for a charity.

MAIN BENEFITS, TERMS AND CONDITIONS

25 days holiday pro-rata (we also normally give between Christmas and New Year off, but this is not contractual). In addition, after one year's continuous service, there will be an extra two days annual holiday for every complete year of service, up to a maximum of five days' extra holiday (pro-rata).

Pension 7%, Life Assurance 4% of annual salary, Company sick pay scheme, medical cover.

HOW TO APPLY

Please submit your CV with a covering letter explaining why you'd make a great candidate for this role to hr.support@variety.org.uk. Applications will close on 5 January 2026 at 5pm with interviews taking place week commencing 12 January. For an informal chat or questions about the role contact Kerry Sloane on kerry.sloane@variety.org.uk.

We expect demand for this role to be high and will be shortlisting as applications arrive and suggest early submission. Please let us know if you have any accessibility requirements or need any adjustments for the interview.

EQUALITY DIVERSITY AND INCLUSION

Inclusion is one of our key values and it is our ambition to recruit great people from diverse communities. We welcome and encourage applications from suitably qualified candidates regardless of age, disability, sex, gender reassignment/identity, sexual orientation, pregnancy/maternity and or marriage/civil partnership status, race, religion or belief.

Please let us know if you have any access requirements which we might need to consider in relation to the selection process.