

Social Media Officer



About the Team and the Role

You'll play a key role in Mencap's External Communications team, helping to support and develop our social media channels. Social media is hugely important to our communications and media strategies, with hundreds of thousands of followers across our platforms.

You'll work closely with colleagues across campaigning, fundraising and media, as well as designers, marketers, digital and communications experts, and people with a learning disability.

- You'll support and develop Mencap's social media channels.
- You'll use your social media and story telling skills to connect with our audiences and support our objectives.
- You'll create engaging content including graphics, videos and stories.
- You'll stay up to date with the latest social media trends and spot content opportunities.
- You'll support day-to-day community management across channels.
- You'll ensure our content is accessible, particularly for people with a learning disability.
- You'll collaborate with people with a learning disability, ensuring their lived experience is central to our social content and communications.

What you will bring to the role (Essentials)

- You'll have experience in creating content and managing social media channels for a charity or organisation.
- You'll be an expert with tools like Brandwatch, Canva, Office 365 and other content production tools
- You'll have taken part in successful social media campaigns before.
- You'll be experienced in creating or commissioning content of all types to suit your plans - graphics, videos, collabs, blogs, live streams and stories – whatever is needed!

- You'll have experience of responding to comments and generating engagement on social channels.
- You'll know how to craft a social media post, help plan a campaign and have a knack for telling compelling stories.
- You'll be great at collaborating and excited by the chance to co-produce your content alongside people with a learning disability.
- You'll be bold and up for a challenge. You'll bring a willingness to try new things, challenge the status quo and fight for a fairer world.



“This isn’t just a job - it’s a chance to help change the lives of people with a learning disability and their families. If you’re passionate about making a difference, join Mencap in building a more inclusive future.”

Mencap and our Commitment to Safeguarding

Mencap is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults, and expects all staff and volunteers to share this commitment.

Successful applicants will be subject to appropriate pre-employment checks, including references and, where applicable, an enhanced Disclosure and Barring Service (DBS) check.



We are **passionate**
about making the
world a better place



We are **positive**
in our work and
with each other



We are **brave**
we challenge and
try new things



We are **kind**
to everyone



We are **inclusive**
of everyone