

Job Description and Person Specification

Job title	Social Media & Marketing Officer
Project base	Hybrid - remote role with travel to the Brighton office once a week. Additional travel required to visit services for content production.
Hours & salary	30 hours per week (P/T – 0.8) £28,312 - £32,496 per annum (pro rata for P/T) We are open to making the role work for the right candidate, so while Monday-Friday, 9am-5pm is fine by us, we are also open to flexible working patterns and compressed hours to accommodate those with additional needs. We encourage anyone with great experience to apply.
Accountable to	Head of Communications

About Emerging Futures CIC

Emerging Futures began in 2014, born from a belief that recovery is possible for everyone, and that those who have walked that path should lead the way forward.

From modest beginnings, Emerging Futures expanded across the UK, to a growing and diverse team of staff and volunteers, many with lived experience themselves. Offering support to people affected by homelessness and drug and alcohol use, Emerging Futures has helped thousands through housing, coaching and therapeutic programmes.

Using compassion and courage, Emerging Futures believes that recovery is not just a word, it's a promise that anything is possible. Together, we're working for a world where everyone has somewhere to live, something to do, and someone to love.

About the role

The Social Media & Marketing Officer leads Emerging Futures' social media presence and external-facing marketing activities, bringing our stories, values and mission to life across LinkedIn, Facebook, Instagram and YouTube.

Working closely with the Communications team, our regional services, and the company's Recovery Voice Network, you will create compelling, sensitive, and engaging digital content that reflects the lived experiences of people in recovery and the strengths of our services.

This role is hands-on and creative: capturing video content in services nationwide, producing high-quality Reels and short-form video, coordinating external freelancers, planning content calendars, and ensuring our online communities feel respected, supported and inspired.

You will lead the Recovery Voice Network, a group of internal storytellers, engaging them with regular content meetings to explore new opportunities for social media marketing. The Social Media & Marketing Officer will also deliver social media training to any new members of the network, and play an essential part in our Crisis Communications Plan as a key member of the crisis comms management team.

Principal duties and responsibilities

Social Media Management & Content Creation

- Lead Emerging Futures' social media presence across Instagram, Facebook, LinkedIn, and YouTube.
- Create high-quality digital content including Reels, graphics, photography and written copy.
- Plan, manage and optimise the organisation-wide social media calendar, ensuring consistent output and timing tailored to each channel.
- Use Meta Business Suite, Canva, and scheduling tools to plan, design and publish content across platforms.
- Visit services across the country to capture film and photography, build relationships and gather authentic stories.
- Brief and direct creative freelancers (designers, videographers, photographers) for larger shoots and campaigns.
- Ensure all social media activity aligns with organisational values, tone of voice and brand guidelines.
- Interview people with lived experience, staff, volunteers and partners to produce powerful case studies that champion recovery and community.
- Ensure all storytelling is values-led and handled with respect and empathy.

Community Management & Audience Engagement

- Administer and oversee regional Facebook pages, supporting teams to use these channels effectively.
- Respond to comments, messages and questions in a manner that is honest and sensitive to recovery and trauma-informed communication.
- Moderate conversations with care and escalate concerns appropriately when required.
- Foster meaningful online engagement with service users, staff, partners, commissioners and wider communities.

Events, Campaigns & External Opportunities

- Create and maintain a national events calendar, covering sector conferences and recovery-focused community events, and identify where staff can act as positive brand ambassadors.
- Represent EF at selected events, building connections within the recovery community and capturing meaningful content that showcases our work and values.
- Support regional services to engage with relevant events, helping teams recognise opportunities that align with their aims and amplify local achievements.
- Collaborate with regional teams to build simple campaign strands for major events or awareness weeks.

Network Management & Training

- Chair regular Recovery Voice Network social media meetings.
- Deliver Emerging Futures' social media training to champions across the country.
- Build confidence and capability in staff and volunteers through accessible, practical guidance.

Reporting & Analytics

- Produce monthly and quarterly analytics reports across all social channels.
- Analyse performance trends, content formats, video metrics, audience engagement and reach.
- Deliver campaign performance reports for sector events and planned content weeks.
- Identify learning insights that shape future content choices.

Crisis Communications

- Play an active role in Emerging Futures' Crisis Communications Plan.
- Serve as a member of the crisis comms management team, supporting rapid response and sensitive messaging as required.

Generic duties and responsibilities

Confidentiality

Service user, volunteer and staff information is confidential. It is a condition of employment that staff do not use or disclose any confidential information obtained in accordance with data protection legislation.

Code of Conduct

All staff are expected to adhere to all EF's policies and procedures that establish standards of good practice and follow any codes of conduct which are relevant to their own profession. Staff will promote and ensure adherence to Equality of Opportunity policies and anti-discriminatory practice, demonstrating EF's commitment to valuing diversity.

Privacy & dignity

Staff should respect service user/family/carer's diversity, cultural needs and privacy.

Safeguarding

All staff have a duty to safeguard and promote the welfare of service users, volunteers, their families and carers. Staff have a duty to ensure they are familiar with safeguarding policies, attend safeguarding training and know who to contact if they have concerns about an adult or child's welfare.

Health & safety

EF has a duty of care to employees and will ensure that, as far as is reasonably practicable, adequate training, facilities and arrangements for risk avoidance are in place. All employees are required to comply with relevant Health & Safety legislation and policies relating to Health & Safety and Risk Management

Professional development

Staff must be committed to their professional development and keep up-to-date with relevant developments and legislation in the sector.

Skills and experience

Essential	Desirable
2-3 years' experience in a social media or digital marketing role.	Experience running PPC recruitment or brand awareness campaigns
Experience creating and delivering digital campaigns, including planning, producing and scheduling content across multiple channels.	Experience working in a marketing role within a charity or not-for-profit organisation.
Proven ability to produce high-quality content for Instagram, Facebook, LinkedIn and YouTube.	Understanding of the homelessness, drug/alcohol or community support sector.
Strong short-form video creation and editing skills (Reels essential).	Experience briefing and directing creative freelancers
Experience capturing content on location, including interviewing contributors.	Lived experience of homelessness, drug or alcohol use, including the experience of supporting a loved one.
Experience working with stakeholders across multiple teams to gather and develop content.	
Experience in building social media analytics reports, interpreting platform data and turning key metrics into practical recommendations.	
Experience using digital content tools such as Canva, CapCut, Meta Business Suite, and scheduling platforms (e.g., Hootsuite).	