

JOB TITLE: Social Media Coordinator
REPORTING TO: CEO
TERMS: Volunteer, up to 5 hours per week

What We Are Looking For

In Your Corner is a small charity that packs a big punch! We are growing and need help to share our story and increase our profile. We are seeking a passionate and creative Social Media Coordinator to help amplify our charity's mission and connect with our community across digital platforms. This flexible **volunteer** position offers the opportunity to make a meaningful impact whilst developing your skills and portfolio in communications and social media strategy.

This role would be ideal for a marketing student or junior freelancer interested in building their portfolio, looking for work experience, and the desire to contribute to a growing organisation and improve the lives of young people across London.

Who We Are and What We Do

Founded in 2017, we support the emotional and physical wellbeing of some of London's most vulnerable young people. Through a unique combination of group talking therapy and non-contact boxing, we deliver 12 week programmes for young people across London, that are co-delivered by mental health experts and England accredited boxing coaches. The combination enables young people struggling with their emotions, confidence, and health to find a positive outlet and learn skills to cope and thrive. We work with young people whom clinic-based services consider hard to engage, across a range of accessible community settings, including partnerships with schools, boxing gyms, and youth services. We are currently delivering programmes in Camden, Islington, Brent, Westminster, and Southwark.

In Your Corner is a values-based organisation. Our values are **Connection**; being **Inclusive**; **Effective**; and **Empowering**.

KEY RESPONSIBILITIES

Content Creation & Management

- Develop engaging, mission-driven content for Facebook, Instagram, LinkedIn, and Twitter
- Create visual content including graphics, photos, and short videos that align with our brand
- Write compelling captions and posts that inspire action and engagement
- Maintain a consistent posting schedule across all platforms
- Curate and share relevant third-party content that supports our cause

Community Engagement

- Monitor and respond to comments, messages, and mentions across all social media platforms
- Engage authentically with followers, supporters, and partner organizations
- Foster online community building and encourage user-generated content
- Handle basic customer service enquiries through social channels

Newsletter Development

- Assist the CEO with creating, designing, and launching our newsletter
- Working with the CEO to develop content calendar and themes for regular newsletter distribution
- Write newsletter copy that highlights our impact, upcoming events, and supporter stories
- Support email marketing campaigns and donor communications

Strategy Implementation

- Help implement our new communications and social media strategy
- Track and analyze social media metrics to measure success and identify opportunities
- Collaborate with team members to align social media efforts with organisational goals
- Stay current with social media trends and platform updates relevant to charity sector

PERSON SPECIFICATION

Experience & Skills

- 1-2 years of experience managing social media accounts (personal or professional)
- Strong written communication skills with attention to detail
- Basic graphic design skills or willingness to learn (Canva, Adobe Creative Suite, etc.)
- Understanding of social media analytics and reporting
- Experience with email marketing platforms or willingness to learn (Mailchimp, Constant Contact, etc.)

Personal Qualities

- Passionate about our cause and work
- Creative mindset with ability to think outside the box
- Self-motivated and able to work independently
- Collaborative team player with strong interpersonal skills
- Reliable and committed to meeting deadlines
- Adaptable and eager to learn new tools and platforms

WHAT WE OFFER

- Meaningful experience supporting a vital cause
- Professional development and skill-building opportunities
- Letter of recommendation and LinkedIn endorsements
- Networking opportunities
- Flexible scheduling to accommodate other commitments
- ***Paid travel expenses to/from projects for content collection***

Time Commitment

- Up to 5 hours per week
- Flexible scheduling with some evening/weekend work for real-time engagement
- Primarily remote work with occasional in-person events
- Initial commitment of 6 months with opportunity for extension

FOR MORE INFORMATION

To find out about our work, visit our website (www.inyourcorner.uk) or social media (@iycboxing).

HOW TO APPLY

Please submit a CV and expression of interest summarising your skills, experience, and how you meet the person specification to info@inyourcorner.uk.

Please also include a link to your social media account or portfolio of work

We are an equal opportunity organisation and welcome applications from candidates of all backgrounds. We particularly encourage applications from individuals who have lived experience and reflect the communities we serve.

Application Deadline: 1 July 2025

All posts are subject to Enhanced DBS disclosure