

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

### 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](http://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](mailto: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*