Job Description –Social Media Officer

Role: Social Media Officer

Fixed-term contract (6 months, with possibility of extension)

1.5 days a week

£30,000 FTE (£9,000 for 1.5 days/week)

Location: Remote, with one working day per month in central London

Reports to CEO (working closely with Marketing Officer)

About The Loss Foundation

Every year, hundreds of adults across the UK turn to The Loss Foundation after the death of someone they love from cancer. At one of the hardest times in their lives, they find a safe place to be understood, connect with others who truly understand, and access specialist support.

Founded by clinical psychologists, The Loss Foundation is the UK's leading charity dedicated to cancer bereavement. Our evidence-informed services are delivered nationally through support groups, workshops, walks and a remarkable community of trained volunteers, ensuring more people can access compassionate support wherever they live.

As we continue to grow, we're looking for someone who wants to help shape the next chapter of our support services. You'll join a small, ambitious team where ideas are welcomed, initiative is encouraged and every person makes a meaningful contribution to helping us reach more bereaved people.

About the Role

We're looking for a creative, proactive and experienced Social Media Officer to help us bring our recently developed social media strategy to life.

This is an exciting opportunity to take ownership of our social media activity and help shape how The

Loss Foundation connects with people online.

You'll be responsible for planning, creating and publishing engaging content across our social media channels, growing our reach and engagement, and helping us communicate our work in ways that feel authentic, accessible and sensitive to the experiences of people who are grieving.

You'll be joining a small, friendly team where your ideas and expertise will be valued, and where you'll have the opportunity to make a visible difference.

Key Responsibilities

- Implement our existing social media strategy, translating it into a manageable content plan and regular activity across our platforms.
- Create engaging, high-quality content, including graphics, carousels, short-form videos and reels.
- Plan, schedule and publish content that promotes our services, resources, fundraising activities and wider work.
- Develop our online community, responding appropriately to engagement and encouraging meaningful interaction.
- Identify opportunities to grow our audience and reach new people who may benefit from our support.
- Monitor social media performance, using analytics to understand what's working and recommend improvements.
- Work closely with the team to ensure our social media activity supports the charity's wider communications and organisational priorities.
- Ensure all content reflects our values and communicates sensitively about grief and bereavement.
- Take ownership of delivering the agreed social media strategy, establishing a consistent content schedule and reporting regularly on progress against agreed objectives.

About You

We're looking for someone who combines creativity with practical social media expertise and who can work confidently and independently.

You'll ideally have -

- Experience managing social media accounts for an organisation, charity or business.
- Strong content creation skills, including producing engaging graphics and short-form video.

- A good understanding of different social media platforms, audiences and current trends.
- Experience using analytics to monitor performance and improve engagement.
- Excellent written communication skills and the ability to adapt tone for different audiences.
- Strong organisational skills and the ability to plan and deliver content independently.
- An understanding of how to communicate sensitively about difficult or emotional subjects.

Experience in the charity sector or an interest in mental health and bereavement would be an advantage, but isn't essential.

What we offer

This is a flexible, predominantly remote role, with opportunities to work alongside our small team in London. You'll have the opportunity to make a meaningful contribution to a growing charity and help more people find support when they need it.

The initial contract is for six months, with the hope of extending the role subject to funding and organisational needs.

What difference will you make?

Your work will help more people experiencing grief discover that they don't have to face it alone. By bringing our social media strategy to life, you'll help us reach new audiences, build an engaged online community and raise awareness of the free support available through The Loss Foundation.

You'll play an important role in shaping how we talk about grief, challenging misconceptions and creating content that feels compassionate, relatable and genuinely helpful. As we look to expand our services, your work will help us connect with more people, strengthen our visibility and grow the charity's impact.

To Apply

Please send your CV and a short covering letter outlining your relevant experience and why you're interested in working with The Loss Foundation to Erin at **erin@thelossfoundation.org**
Please also include links to 2-3 examples of social media content you've created or accounts you've managed, ideally showcasing your skills in graphics, carousels or short-form video. Examples can be from previous employment, freelance work or personal projects.

Application deadline: Tuesday 24th November 2026
Interviews: Tuesday 1st December 2026
Start date: As soon as possible