



JOB DESCRIPTION

Job Title:	Social Media & Communications Assistant
Reporting to:	Events & Communications Coordinator
Time commitment:	1 day (7.5 hours) per week, (flexibility on day of the week)
Fee:	Up to £1,000 per month
Location:	Remote, with occasional attendance at MWC events or meetings by agreement
Contract:	Contractor / freelance arrangement

BACKGROUND AND ROLE SUMMARY

We are the Military Wives Choirs, the only charity that focuses on building wellbeing and resilience, through singing, for all women impacted by their military connection. Our mission, Sing, Share, Support, is at the heart of everything we do.

In 2023, we entered our second decade as an independent charity. Our network brings women across the military community together through music, friendship and shared experience, and our public profile is an important part of helping more women find us, growing support for our work and creating opportunities for our choirs.

This role is part of the Choirs Support Team (CST), the small team who manage the day-to-day running of the charity and support our network of Military Wives Choirs. The Social Media & Communications Manager will work closely with the Events & Communications Coordinator, Chief Executive, CST colleagues and choir network to turn MWC activity, stories and impact into consistent, engaging external communications.

This is an experienced, hands-on role responsible for planning, creating, scheduling, and improving MWC social media and supporting selected external communications activity. The postholder will bring professional judgement, strong creative execution, and an understanding of what performs on different platforms, rather than simply publishing content supplied by others.

The role is deliberately focused and output led. Within the equivalent of one day per week, the role will maintain a clear content plan, create and repurpose high-quality content, build engagement with our audiences, and use data to improve performance. Content should consistently support MWC's core calls to action: helping women find and join a choir, increasing donations and fundraising support, encouraging audiences to listen to and share our music, and generating opportunities to book or host Military Wives Choirs.

KEY RESPONSIBILITIES

1. Own and maintain a rolling social media and external content plan across MWC's agreed channels, including Facebook, Instagram, LinkedIn, and YouTube, ensuring activity is purposeful, coordinated with the wider communications calendar and aligned with MWC strategy and brand.
2. Create, edit, schedule and publish engaging platform-appropriate content, including strong written copy, graphics, carousels, stories, reels and short-form video, using existing assets and creating new content where required.
3. Develop compelling content themes and campaigns that consistently support MWC's core calls to action: choir recruitment, donations and fundraising, listening to and sharing our music, and generating performance or event booking opportunities.

4. Proactively source stories, images, video and member-led content from across the choir network, helping local choirs understand what makes useful content and turning raw material into strong, audience-focused storytelling.
5. Plan and deliver social content around key events, campaigns, partnerships, performances, announcements and national moments, including live or rapid-turnaround content support at selected events where agreed in advance.
6. Keep MWC social channels current, professional and consistent, ensuring profiles, pinned content, links, imagery and key information are accurate and reflect the charity's brand, tone of voice and current priorities.
7. Support appropriate day-to-day community management by monitoring comments, messages and audience responses, engaging where suitable and escalating safeguarding, reputational, complaints or sensitive issues promptly to the relevant CST lead.
8. Provide practical communications and PR support where it adds value, such as drafting social copy, partner content, campaign messaging, short press materials or amplification plans for media coverage, working within the wider communications approach led by the Events & Communications Coordinator and Chief Executive.
9. Maintain and organise MWC's digital media library so that strong photography and video can be easily found and reused, with appropriate attention to consent, permissions, copyright, music rights and brand usage.
10. Track performance across MWC social channels and relevant website traffic, producing a concise monthly view of reach, engagement, audience growth, traffic and response to key calls to action, and using those insights to recommend what MWC should do more, less or differently.
11. Identify practical opportunities to improve organic reach and, where agreed, advise on paid or boosted social activity, platform monetisation or advertising opportunities, ensuring any spend has a clear objective and can be evaluated.
12. Work independently and efficiently within the contracted time available, prioritising the activity most likely to improve MWC's visibility, engagement and conversion, while collaborating positively with the CST and responding flexibly to significant organisational or communications moments.
13. Event Attendance - Support content creation at key Military Wives Choirs events and activities where appropriate and agreed in advance if contracted time allows.
14. Identifying and building suitable collaborations and partnerships online

As a small team, we expect everyone working with MWC to contribute flexibly where their skills can add value. The scope of this contractor role will remain proportionate to the agreed time commitment and priorities will be set collaboratively.

Skills & Experience

	Essential	Desirable
Substantial hands-on experience managing social media and digital content for an organisation, brand, charity or membership community, with the confidence to operate independently	*	
A demonstrable track record of creating social content that grows reach, engagement and meaningful audience action rather than focusing on output volume alone	*	
Excellent copywriting and editing skills, with the ability to find a strong story, adapt tone and produce concise, engaging copy for different audiences and platforms	*	

Strong content creation skills across photography, graphics, carousels, stories, reels and short-form video, with confident use of tools such as Canva and appropriate video-editing software	*	
Working knowledge of Facebook, Instagram and LinkedIn, including how content formats, audience behaviour and platform algorithms differ	*	
Experience of developing content calendars and campaigns and managing activity around events, launches, announcements or other time-sensitive moments	*	
Ability to use platform insights and digital analytics to understand performance, identify trends and turn data into clear recommendations	*	
Good judgement in community management, including knowing when to respond, when to redirect and when sensitive or reputational issues require escalation	*	
Understanding of copyright, permissions and responsible use of photography, video and music in digital and social media content	*	
Highly organised and self-managing, with the ability to prioritise high-impact activity and deliver reliably within a limited weekly time commitment	*	

	Essential	Desirable
First-class communication and relationship-building skills, with the confidence to work with senior leaders, colleagues, volunteers, members and external partners	*	
A willingness to understand the lived experience of women in the military community and represent their stories with sensitivity, authenticity and respect	*	
A passion for the Military Wives Choirs, our mission and our vision	*	
Experience of communications, social media or content creation within a charity, membership organisation or community-led organisation		*
Experience of PR, media relations or creating content that supports earned media and external campaigns		*
Experience of paid social, boosted content or digital advertising and an understanding of how to assess return on spend		*
Experience of event content capture and producing high-quality content quickly from live activity		*
Experience of using website analytics, tracking links or campaign measurement to connect social activity with website behaviour and conversion		*
Understanding of the military community, either professionally or through lived experience		*