

# Content creator/social media officer

## African Caribbean Medical Mentors

### Position Description

The Social Media Officer is responsible for maintaining a visible online presence across social media channels (which include Instagram and Twitter mainly) by implementing social media strategies, regularly updating social media and monitoring, moderating and engaging with our online community appropriately. You will be key to building strong relationships with our audience and various other organisations. The role also involves contributing ideas around content output in collaboration with the Social Media Lead through your understanding of audience preferences.

Each role is voluntary and reviewed after 1 year.

### Organisational overview

African Caribbean Medical Mentors (ACMM) are an organisation that aims to realise the potential of current and future African and Caribbean doctors and dentists.

With a particular focus on enabling prospective students to make successful applications to medicine and dentistry, we provide a number of educational programmes, valuable resources and opportunities to receive insight into the profession. Through our ambassador network of over 400 current medical and dental students, doctors and dentists, we provide the unique opportunity to give back to students who look like them. We create and facilitate practical and exciting opportunities to counteract the barriers that many people within our community face.

Since 2017, we have impacted thousands of students and healthcare professionals. Our extensive network all work together to create a positive impact on the current and future community and do so with integrity and passion. ACMM is a rewarding work environment, we provide recognition and support at every stage. We would love to have you join our family.

### Job overview

The content creator is responsible for capturing our work at events we create or attend, and also contributing ideas to support the development of social media

content from our team. They support our social media manager and logistics lead in engaging our audience through social media platforms.

To apply, please complete the google form on our website. [www.acmedicalmentors.co.uk](http://www.acmedicalmentors.co.uk)  
Deadline: 3rd July 2026

## Responsibilities and duties

You will be responsible for:

- The creation of content at our events, and editing this content
- Working with the social media team to create relevant and engaging content aligned with our organisational values
- The implementation of the agreed social media strategy and the publishing day-to-day social media output
- Cultivating and growing our online network by providing a high level of support, interacting and maintaining relationships with service users and other widening participation groups/societies across all platforms
- Ensure brand voice is maintained across all platforms
- Contributing ideas to improve and adapt our social media strategy

## Essential selection criteria

- A passion for the 'African Caribbean Medical Mentors' ethos
- Previous experience of a wide range of social media platforms in a personal capacity
- Teamwork skills
- The ability to manage time effectively and work to deadlines
- Knowledge of Canva
- Knowledge and use of capcut pro
- A creative mindset and the ability to take initiative
- Effective written and verbal communication skills
- Excellent interpersonal skills
- Flexibility

## Desirable selection criteria

- An understanding of the medical and dental admissions process, including how to strategically apply to medical and dental schools based on A Level/UCAT/GCSE scores
- Ideas about how we can improve our current social media platform

- An understanding of commonly used social media sharing platforms

### **Organisational relationships**

- Work within our team, as all team members have worked on creating content and editing content, so there is a lot of support available
- Miracle is our social media lead so working with her to create, edit and post engaging content to our audience

### **Time commitment**

Flexible, typically 1-2 hours a week

### **Support available**

You will work with the social media lead, and be supported in our wider team. You will also be supported by our director Monique Wheatle.

