

Social Media Officer Recruitment Pack



Support. Understanding. Friendship

WAY is a UK registered charity that offers a peer-to-peer support network for anyone who's lost a partner before their 51st birthday – married or not, with or without children, inclusive of sexual orientation, gender, race and religion – as they adjust to life after the death of their partner.

Dear Applicant,

Thank you for your interest in this exciting opportunity to join the team at WAY Widowed and Young.

WAY is the only national charity in the UK for men and women aged 50 or under when their partner died. Founded in 1997, WAY now has more than 4,600 members throughout the UK.

We are recruiting for a part time Social Media Officer (10 hours per week) to join our small, but dynamic charity through its next important stage of development.

As we approach our 28th year, our organisation is now at a particularly exciting time in its journey, this is an amazing opportunity to join an ambitious, supportive and innovative team at a hugely exciting time as the charity looks to grow and progress and enter an exciting new phase of its journey.

We are seeking a vibrant, creative and inclusive professional who will be responsible for development, delivery and implementation of WAY's public Social Media activities, in line with new 5-year Strategy Plan.

You will need to be hands-on, with an understanding that the role is diverse in nature, and you must be flexible to best meet the needs of the organisation and our members.

If you have the passion, drive, skills and experience required, please do read on.

Kind Regards

Stephanie Patrick
Chief Executive Officer
WAY Widowed and Young

Role Profile: Social Media Officer

What we're looking for

Job Title	Social Media Officer
Responsible to	Head of Operations and Partnerships
Hours	This is a part-time position, working 10 hours per week. Working hours are flexible to the needs of the role. <i>There will be occasional evening and weekend meetings and events to attend.</i>
Key Relations	Communications Manager Head of Operations and Partnerships National Volunteers Manager WAY Members WAY Volunteers
Location	Remote working

The post holder will be dynamic and creative with excellent communication skills, be administratively competent, socially engaging, responsible and accountable for the social media activities of WAY Widowed and Young.
They must have empathy for and understanding of the emotional and practical issues that face young widows and widowers.

Key Objectives

Reporting to the Head of Operations and Partnerships, the Social Officer is responsible for development, delivery and implementation of WAY's public Social Media activities.

The postholder will drive improvement across our digital platforms in order to maximise inbound traffic, improve user journeys and optimise conversion.

Main Duties and Responsibilities

Content creation

- To deliver the co-ordination, development maintenance and scheduling of relevant content on the WAY social channels (Twitter, Facebook, LinkedIn, Instagram, YouTube etc)
- To source, produce, develop and edit design, photographic and video content for all social media formats.
- To use industry, competitor and trend research to drive strategic content development.

Community management

- To monitor our community spaces, replying to questions, engaging with commentary and ensuring our community guidelines are followed.
- To build relationships with members and influencers alike through user-generated content sharing and proactive engagement.
- To highlight opportunities for potential collaborations and case studies through monitoring of tagged and wider content.

Analytics and reporting

- To monitor, measure and analyse metrics to understand content performance and audience behaviour.
Provide insights and recommendations based on this data.

IT Skills

All staff are required to demonstrate a level of IT literacy skills appropriate to their job, as the use of IT is fundamental in delivering good quality efficient activities and services for a national charity that carries out many of its services online as well as face-to-face.

General Information

Due to the dynamic nature of the sector we work in, job descriptions are subject to review. Jobholders are expected to be flexible and may be required to undertake duties, that are not described in those above. Reviews will be undertaken when necessary, by line managers in consultation with post holders. It is necessary to be flexible due to specific deadlines or the nature of our service activity.

The role will involve working some evenings and weekends. The staff is a small team and we expect all our staff to support each other and have the flexibility to get involved in activities as and when it is needed and appropriate.

Person Specification

Key:	Assessed by Application Form	A
	Assessed at Interview	I

Note to Applicant: When completing your application, you should demonstrate the extent to which you have the necessary education, experience, knowledge and skills identified for the post

Requirements		
Skills	E/D	A/I/T
Interest in and knowledge of graphic design, with practical design skills.	E	A/I
Excellent writing, copy-editing and proof-reading skills and experience in writing to a style guide as well as strong verbal communication skills.	E	A/I
Ability to gather and analyse social media metrics and use them to inform content decisions.	E	A/I
Ability to work alongside young widows and volunteers in a flexible, respectful way	E	I
Ability to react quickly, make independent decisions, change course to suit fast-moving situations and work in a flexible, responsive way.	E	I
Experience		
Experience in using social media management software like Hootsuite, etc	E	A/I
Experience in using design software like Canva, Adobe etc	E	A/I
Able to demonstrate experience in content creation for brands or organisations.	D	A/I
Experience in social media crisis management	D	I
Experience in working with colleagues and contacts who are based remotely	D	A/I
Skills, Abilities, Knowledge		
An understanding of the benefits of individual social media platforms and the people who use them, and what they look for in content shared across each format.	E	A/I
A practical understanding of accessible social media content and how to create it.	E	A/I
A practical understanding of diversity and inclusion at work.	E	A/I
Excellent design and layout skills	E	A/I
Highly organised, with an ability to multitask and self-manage, while dealing with a busy workload	E	A/I
Working knowledge of GDPR compliance	D	A/I

Other Requirements		
Willing to work flexibly including occasional evenings and weekends as required.	E	I
Ability to be an active and supportive team member.	E	I
Empathy and compassion to young widows and understanding of the bereavement process	E	A/I

What we are offering

Salary	£25,000 - £28,000 per annum pro rata (depending on experience) Salary is reviewed annually by the Board of Trustees.
Contract	12-month contract <i>*The position has the potential to be extended beyond 12 months and will be reviewed by the Trustee once the fixed term is complete.</i>
Annual Leave	25 days plus bank holidays, rising to 28 days with 5 years' service and 1 day per year after this to a maximum of 32 days
Pension	Contributory pension scheme.
Employee Assistance programme	Access to an enhanced employee assistance programme
Base	Flexible home-based

Who we are

WAY Widowed and Young is the only national charity in the UK for men and women aged 50 or under when their partner died. Founded in 1997, WAY now has more than 4,6000 members across England, Wales, Scotland and Northern Ireland.

The charity provides peer-to-peer support to young, widowed people – married or not, with or without children, inclusive of sexual orientation, gender, race and religion – as they adjust to life after the death of their partner.

Typically, WAY members and volunteers organise lively social groups that meet up throughout the year – for drinks, meals out, walks and picnics. Our members organise weekends away for adults and families, go camping, have parties and offer an alternative social life for people who have lost their partner at a young age. In 2023 members have delivered more than 900 online events and more than 500 face-to-face events.

WAY has a secure members' only website that offers a safe place for members to meet and chat online 24 hours a day and members also have access to a 24-hour telephone helpline that offers free counselling and advice.

How WAY was founded

WAY was founded 25 years ago by journalist Caroline Sarll, after her sister Mandy was widowed at the age of 35. It was a double blow for both Caroline and her sister, because it was the 25th anniversary of their own father's death.

Who we are – facts and figures



4500+

Members throughout
the UK



5

Employed staff



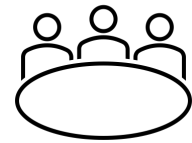
30,000+

Social media followers across 4
combined platforms



5 year

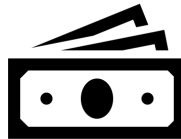
strategic Plan



Fully recruited board of

10

engaging trustees



2024 income approx.

£150k

WAY does not hold statutory
contracts and generates 100%
of its income



180+

Volunteers throughout the UK



National Media Presence

60+

Features last year

Find out more at our website www.widowedandyoung.org.uk

Additional Information

- **Equal Opportunities.** At WAY Widowed and Young, we are looking for the best people to join us and help us provide support to those widowed Young throughout the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of race, colour, religion, sex, sexual orientation, gender identity, age, or disability.
- **Disclosure and Barring Service (DBS)** This post, due to its nature, duties and responsibilities, will be subject to a check by the DBS. The level of check which will apply shall be an “Enhanced” level check. Information about this disclosure can be found at www.gov.uk.
- **Pre-Recruitment Checks:** To prevent abuse and implement good practice WAY Widowed and Young ensures that recruitment practices are robust and rigorous and that all staff employed have up to date and acceptable references, employment history, proof of identity, and an enhanced DBS check.
- **How long is my information retained for?**
 - If you are successful, the information you provide during the application process will be retained by us as part of your employee file for the duration of your employment plus 6 years following the end of your employment. This includes your criminal records declaration, fitness to work, records of any security checks and references.
 - If you are unsuccessful at any stage of the process, the information you have provided until that point will be retained for 6 months from the closure of the campaign.
Information generated throughout the assessment process, for example interview notes, is retained by us for 6 months following the closure of the campaign.

Next steps...

Please provide a covering letter along with your CV and ensure that this demonstrates how you meet the role profile and person specification detailed within this pack.

Please make sure your CV isn't more than 3 pages.

Once you're ready, then send an email to recruitment@widowedandyoung.org.uk attaching your CV and covering letter.

Dates to note

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|----------------------------------|---|
| • 28 th November 2025 | Deadline for submission of CV/Application |
| • Early December 2025 | First stage interviews (via Zoom online) |

Any questions?

Contact recruitment@widowedandyoung.org.uk if you have any queries.

Again, thank you for your interest in WAY Widowed and Young.

*To save on charity administrative costs, we shall not be notifying unsuccessful candidates, for those who have not heard by 24th January 2025, we thank you for your interest and regret that your application has been unsuccessful.
Unfortunately, we are unable to provide individual feedback to applicants.*