

Freelance Social Media & Content Creator



Location: Remote, with occasional in-person meet-ups/attending sessions in Bucks/Berks
Fee: £16.50/hour (approx. 10 hours per month)
Contract type: Freelance (self-employed – responsible for own tax and NI)

Application closing date: Monday 28 July 2025
Interviews: Wednesday 30 July 2025 (Afternoon)

About us and the role

Brighter Futures Together is small, not-for-profit organisation working with young people and communities to create brighter futures. We run youth-led projects, training and consultancy, and systems change work – and we want to do a better job of sharing that impact online.

This isn't just about having a presence. It's about building trust, visibility, and connection – with young people, families, professionals, and partners who share our commitment to inclusion, equity, and meaningful opportunities for young people.

We're looking for a freelance content creator to help us shout about what we do – bringing our work to life in a way that's engaging, visually strong, and true to our values.

You'll work closely with our wider team, who will regularly feed in photos, updates, and quotes for you to shape into high-quality content. We want someone who can take rough input and turn it into posts that connect, inform, and inspire.

You'll need to be confident taking the lead – planning, producing, and posting content independently, without needing day-to-day supervision.

Who This Role Might Suit

This role is ideal for someone early in their creative career whose already built-up real-world experience creating content for others, not just personal accounts.

You might have done this for a youth group, campaign, project, client, or community page – through study, freelance work, or volunteering. You'll need to be confident working independently, while staying connected to a collaborative team who will feed you content and ideas.

You'll be comfortable liaising with the team to gather photos, updates, and stories – and happy to take the initiative, shaping or suggesting content ideas when things are quiet.

You'll also care about using your creative skills for a good cause – and want to contribute to an organisation that shares your values around inclusion, youth voice, and positive change.

You must be aged 18 or over, due to the freelance nature of the role.

What You'll Be Doing

- Plan, design, and schedule content across our core platforms: Instagram, Facebook, and LinkedIn
- Use Meta Business Suite (or similar tools) to schedule posts, track performance, and manage engagement on Instagram and Facebook
- Tailor posts to suit each platform - visual storytelling for Instagram, community tone for Facebook, and professional insight on LinkedIn
- Create high-quality content using Canva or Adobe tools, ensuring everything is aligned with our brand guidelines and visual identity
- Write warm, engaging captions that reflect our inclusive tone and brand values
- Turn photos, quotes, and updates from the team into polished, purposeful content
- Liaise with the wider team to gather photos, updates, and stories – and be confident shaping or suggesting content ideas when things are quiet
- Track engagement and reach, and suggest small improvements based on what's working
- Help monitor and respond to comments or messages when agreed, to keep our audience connected

What Success Looks Like

Your work will help us:

- Reach more of the young people, families, and professionals who can benefit from or contribute to our projects and work
- Share stories that reflect our values and lived experience in a respectful, engaging way
- Build stronger recognition of who we are and what we do – especially among funders, partners, and collaborators
- Keep our community informed, inspired, and connected

Skills & Experience We're Looking For

- We're looking for someone who has some proven experience creating social media content – ideally for a project, organisation, campaign, or public-facing platform. You'll need to show us that you've created content for a real audience – whether through paid work, freelance, study, or volunteering.

You'll Bring

- Strong visual design skills – able to create graphics and videos that are polished, on-brand, and engaging
- Confidence using tools like Canva (essential) and either Adobe Premiere, Photoshop, or similar for visual content creation
- Experience creating graphics, carousels, reels, short-form video, and social-friendly layouts
- Confidence using Instagram and Facebook – including reels, stories, tagging, scheduling, and engagement
- Understanding of how to adapt tone for LinkedIn (professional, insight-focused)
- Great caption writing – warm, clear, and accessible
- Meticulous attention to detail – no typos, subtitle errors, or mismatches
- Willingness to use Meta Business Suite (or learn fast!)

- A collaborative, proactive approach
- A genuine interest in helping young people and using your creativity for good

Bonus If You...

- Have run or supported social media for a youth, community, or non-profit project
- Have been involved in mental health, inclusion, or participation work
- Feel personally connected to our mission – whether through lived experience, study, or values
- Have completed relevant training or study (e.g. media, marketing, creative digital)
- Know how to keep content accessible (e.g. alt text, clear contrast, subtitles)

Who Our Content Is For

Our content is designed to connect with people who care about young people, inclusion, and positive change. That includes:

- Young people – especially those who are neurodivergent, LGBTQ+, or face barriers to inclusion, and who might benefit from our projects or support
- Parents and carers – including those supporting neurodivergent, LGBTQ+, or socially excluded young people
- Professionals – in education, health, youth work, and community support
- Funders and commissioners – looking for insight and values-led delivery
- Partners who share our commitment to inclusion, equity, and meaningful opportunities for young people

You'll help ensure our content reaches and resonates with the right people on the right platforms – always staying true to our tone and values.

Support provided

You'll be supported throughout by the Brighter Futures Together team, with:

- A friendly and thorough induction to help you understand our projects and work, values, and tone
- Access to existing brand assets, templates, and previous content for inspiration
- A steady stream of updates, quotes, and content prompts from the wider team
- Regular check-ins to offer feedback, troubleshoot together, and keep things moving
- Clear content goals agreed together – with room for your creativity to shine

Time & Flexibility

Approx. 10 hours per month, with flexibility in how and when you work

You might spread this out weekly or work in one focused block

We'll agree clear, realistic content goals – this is output-focused, not clock-watching

How to apply

To apply, please send us:

- A short message telling us why this role interests you (this could be written, a short video, or a voice note)
- A basic CV or a short overview of your relevant experience — whatever works best for you
- 1–2 examples of content you've created (this could be social posts, videos, graphics, blogs – anything that shows your style)

Deadline to apply: Monday 28 July 2025

As the role will involve some contact with young people, you'll need to:

- Hold (or be willing to get) an Enhanced DBS check – we can arrange and pay for this
- Complete a short safeguarding training module before starting
- Be mindful of appropriate boundaries and content when representing our work online

We're committed to inclusive and accessible recruitment. If you need any adjustments to the application process or want to apply in a different format, just let us know.

What happens next?

If you're shortlisted, we'll invite you to a relaxed, informal interview and ask you to complete a short skills audit so we can understand your experience across different tools and platforms. We'll also give you a simple creative task using a real-life example – just to get a feel for your style. It won't be shared publicly. Interviews will take place on the afternoon of 30 July 2025,

Additional information

This is a freelance/self-employed opportunity. The successful applicant will be responsible for their own tax and National Insurance contributions. The hourly rate reflects that travel and incidental costs are included within the fee.

We'll agree a freelance contract and payment schedule with you.

You'll also need to have the right to work in the UK. This could include a UK or Irish passport, a valid visa, or settled/pre-settled status. We'll ask to see evidence of this before you start.

We're a friendly and flexible team, and we're looking for someone who's as enthusiastic about the work as we are – someone creative, values-led, and excited to use their skills to help make a difference.

For queries, please email: hello@brighterfuturestogether.org.uk