

Social Media Manager

**JOINING
YOUNG**



What's the problem?

1 in 5 young people now have a probable mental health condition

65% year on year increase in 'Very Urgent Referrals'

<1% of NHS spending goes to young people's mental health

Black and Asian young people are **twice** as likely to access mental health support via a court order.

But we believe things can get better.

Who we are

We are leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what.

We provide young people with tools to look after their mental health. We empower adults to be the best support they can be to the young people in their lives. And we amplify young voices to change the world we live in.

Our purpose:

To stop young people's mental health reaching crisis point

Our vision:

A world where no young person feels alone with their mental health

Our mission:

To make sure all young people can get the mental health support they need, when they need it, no matter what

Our goals

To keep ourselves focused and on track, we've set out three strategic aims:

1. Helping young people to look after their own mental health
2. Making sure young people have adults around them who can really help
3. Building a youth-led movement to make sure support is there for any one who needs it



Helping young people to look after their own mental health

We will provide young people with reassurance and advice to help them make positive choices for their mental health and know what to do next if they are struggling.

Making sure young people have adults around them who can really help

Whenever a young person opens up about their mental health to an adult they trust, we want them to find someone who really gets it and can respond positively.

Building a youth-led movement to make sure support is there for anyone who needs it

By building a movement for change, through which young people can create the societal changes they want to see, we know that far more young people will get the support they need.

“I’m proud that YoungMinds genuinely uses the voice of young people to guide their approach as a charity and change the misconceptions around mental health.”

Alex, YoungMinds Youth Panel



Where we work:

YoungMinds is based close to London Bridge in Central London, although as an organisation, we are active all over the UK.

Our address is: 4th Floor India House, 45 Curlew St, London, SE1 2ND.

We are well served by public transport links: - local mainline stations are London Bridge and Waterloo. The nearest London Underground stations are London Bridge (Jubilee Line) and Borough (Northern Line).

When we work:

Standard Office hours are 9.30am – 5.30pm, with a one hour unpaid lunch break.

Some of our employees work non-standard hours - we have a number of part-time staff, and some of our team work on a sessional basis.

YoungMinds recognises the importance of helping its employees balance their work and home life and so we have a Flexible Working Policy in place. Any employee can make a request for flexible working. Whilst we cannot guarantee to accommodate a flexible working application, we do guarantee that we will carefully consider any request made.

AJEDI at YoungMinds:

As an organisation, we have been on a journey to reflect on who we are, who we are here for, and the ways we may unintentionally contribute to inequity. For us, Anti-racism, Justice, Equity, Diversity, Inclusion and Culture (AJEDI) is not just a set of principles, it's part of who we are and how we work.

We know we don't always get it right, we are not perfect. We are however, committed to learning, challenging ourselves, and asking difficult but necessary questions.

If you are thinking about applying for a role with us, a commitment to AJEDI is essential. These values underpin our work and shape how we understand who we are here for. We don't expect you to be an expert. What we do expect is openness, curiosity, and a genuine commitment to learning and embedding these principles in your work.

We warmly encourage applications from people of all backgrounds, especially those whose perspectives and experiences are currently underrepresented at YoungMinds and across the charity sector.

Safeguarding

Everybody has the right to be safe and to thrive no matter who they are or what their circumstances. The YoungMinds' approach to safeguarding includes the concept of a 'culture of care' which supports and promotes wellbeing and the prevention of harm. We believe that our staff, volunteers and consultants have an individual and organisational responsibility for safeguarding. We aim to embed a safeguarding ethos and practice which is both proactive and responsive towards issues of safety and wellbeing.

We ask all staff to undertake safeguarding training with us as part of their onboarding journey and their ongoing learning and development.

When you join:

All new staff benefit from a full induction with their team, as well as our core training programme and ongoing support.

Probationary period:

All our posts are subject to an initial probationary period. This varies according to the length and type of the contract.

Our benefits:

We offer our staff a range of health, wellbeing, lifestyle and financial benefits to ensure that we fully support all staff from day one of employment with us.



Benefits

Benefit	Full Time	Part Time	Zero Hour
Holiday – 25 days plus 8 bank holidays and 3 days off for Christmas closure (pro-rated for part time) + an extra 2 days after 3 years' service	Y	Pro-rated	Pro-rated
2 wellbeing days per year	Y	Y	Y
Employee Assistance Programme	Y	Y	Y
Pension - Employer 5% with minimum employee contribution at 3%. Subject to terms and conditions, pension contributions will begin automatically	Y	If minimum requirements met	If minimum requirements met
Cycle to work Scheme	Y	Y	Y
Travel loan (Available on completed probation)	Y	Y	N
Free early eye tests and money towards your glasses	Y	Y	Y
Commitment to continued professional development	Y	Y	If earning enough to be deductible
Access to Corporate Membership Prices for TasteCard	Y	Y	Y
Weekly fruit baskets in the office kitchens	Y	Y	Y

Completing a YoungMinds employee application

If you have any questions about completing the application form / the application process, please contact the People team at recruitment@youngminds.org.uk.

We strongly recommend you look through the YoungMinds website before starting the application form.

Introductory Statement

In the person specification on the job description below, you will see sections titled Experience, Qualifications, Training, Skills, and Abilities + Knowledge/Understanding. You will see that some of these have a tick that show they are the bits of information we are looking for to shortlist from. These criteria are also highlighted in the campaign, in the section that begins “candidates will be shortlisted on the basis of...”

The easiest and most effective way to approach your introductory is to take each of those shortlisting criteria and use them as headers for sections of your statement.

Under each, you can tell us how you meet that requirement, using examples where you can.

At the end, maybe tell us why the role and YoungMinds interest you. Thanks so much for taking the time.

Employment History

Please start with your current or most recent employer and give a brief description of your main responsibilities of that role. These descriptions do not have to be very long as you will have an opportunity to expand on certain aspects in the introductory statement section.

Please list all previous positions of employment and ensure you account for any gaps in your employment history.

Qualifications

Ensure to include all relevant qualifications and level achieved.

Skills

Please provide details as requested.

Certifications, licenses and training

Please give details of any training courses you have completed. Please also state whether you are a member of any professional bodies, indicating your level of membership and qualification.

Completing the application form

JOB DESCRIPTION

Job title: Social Media Manager (FTC until 1 April 2027)	Salary: £43,713 to £48,570 per annum
Hours: Full Time (35 per week)	Based at: YoungMinds Central Office
Reports to: Social Media Manager	Number of Direct reports: 2 x Social Media Officers
Budget responsibility: No	

Key relationships:

Social Media Team, Head of Communications, Digital Content Manager and Team, Director of Campaigns and Communications, Media and Campaigns Manager and Team, Brand and Marketing Manager and Team, Youth Participation Team, Safeguarding Team, Fundraising Team.

And to work with and develop excellent working relationships with all internal colleagues and external contacts as and when required.

Job purpose:

YoungMinds is entering a pivotal moment. We're closing out one organisational strategy and launching a new one. Our social channels, with a combined following of 600k+ young people, parents and professionals across Instagram, TikTok, YouTube, Facebook and LinkedIn, will be central to how we bring it to life.

We're looking for a social media leader who wants to do more than keep the wheels turning. This role exists to rethink our channel strategy from the ground up. You will decide where we should show up, how each platform should work differently to serve a different part of our audience, and how we test, measure and scale what works. You'll have real strategic aptitude - able to build a test and learn culture, a talented team and be bold - in an organisation where every piece of content you make has a genuine impact on a young person's life.

We need someone who can take a subject that's sensitive and easy to get wrong and turn it into content people actively want to follow, engage with and share - building real communities of support rather than just an audience. That means finding the right tone for every format and platform: never clinical,

never performative, always safe. We already do this well - now it's time to build on what we know. If you've ever had to make a hard, sensitive or stigmatised subject feel human, hopeful and shareable, this is the role where that skill matters most.

You'll also lead a talented team of two Social Media Officers, investing in their strategic development so that the direction you set is something they carry forward long after this contract ends.

This is a fixed-term, high-ownership role, ideal for a strategic operator who wants to come in, set the direction, invest in a strong team, and leave the channels in an even better place than you found them.

You'll bring:

- A track record of leading and developing a team to produce high-quality content against competing deadlines.
- Proven experience managing social channels for an organisation with a 100k+ following, including large-scale community management (e.g. via Sprout Social or equivalent).
- Strong strategic instincts - experience shaping and delivering a social strategy aligned to organisational goals, not just a content calendar.
- Excellent storytelling: the ability to turn complex social or systemic issues into content that's sharp, accessible and genuinely engaging.
- Experience building community, not just audience, around a sensitive, health-adjacent or stigmatised subject - ideally in mental health, wellbeing, or another emotionally high-stakes space.
- Confidence using performance data and insight to shape strategy and prove impact.
- Deep, current knowledge of TikTok, Instagram, YouTube, X/Twitter, LinkedIn and Facebook - and a feel for what's coming next.
- A trauma-informed, safeguarding-first approach to communicating with and about young people.
- An understanding of where young people are showing up online and what topics, trends and formats they're connecting with.

Key responsibilities and duties:

Set and drive channel strategies for organic socials:

- Lead the development of a refreshed, social strategy across YouTube, TikTok, Instagram, Facebook, LinkedIn and emerging channels, grounded in audience insight. Translating YoungMinds' new organisational strategy into a social approach that reaches young people, parents and professionals in ways that land.
- Deep understanding of channel
- Turn a sensitive and high-stakes subject - youth mental health - into content people choose to follow and engage with, not just consume.
- Design formats and series that feel supportive, credible and relevant rather than clinical or typically 'charity comms'.
- Use performance data and audience insight to continuously adapt the strategy - building test-and-learn discipline into how the team works.
- Act as the guardian of brand, tone and messaging across every channel, without losing pace or risking creative experimentation.

Invest in team expertise

- Lead and mentor two Social Media Officers (one video-focused), supporting them to hone their existing skills and platform knowledge.
- Bring your experience of sensitive subject matter to the team's decision-making, so judgement calls are backed by a clear, shared framework.
- Strengthen the systems, processes and ways of working that help the team keep producing great content with real autonomy.
- Champion a culture of experimentation - giving the team space to try, measure and iterate.

Build community, safely

- Design a community-led approach to our channels - moving beyond broadcast to create spaces where young people and parents feel genuinely supported, not just spoken at.
- Own safeguarding practice across social - leading the team to manage disclosures and sensitive moments with a trauma-informed and age-appropriate approach.
- Collaborate with young people, partners and creators to co-produce authentic stories and campaigns that centre their lived experience - particularly Black, racially minoritised and LGBTQ+ young people.

- Oversee community management at scale (200k+ on Instagram alone), setting the standard for how the team turns engagement into a genuine sense of community and support.
- Identify and nurture relationships with influencers and creators - vetting their content and briefing them to create content that genuinely supports our goals and access to new audiences

Work cross-functionally

- Workshopping with young people is crucial to this role - you will listen to their insights, execute their vision, and support, them to create their own content, in a way that is safe, on brand and in line with the strategy.
- Partner with Communications, Digital Content, Campaigns, Brand and Marketing, Youth Participation, Safeguarding and Fundraising to deliver content with real organisational impact.
- Work closely with YoungMinds' ambassadors and partnership brands to create content that supports our shared goals and feels native to our channels.
- Turn events, campaigns and real stories into content that drives action - from fundraising challenges to youth-led campaigns.
- Manage agency relationships and cross-team projects, ensuring ideas are delivered safely and well

General: *like all YoungMinds employees, you will also be expected to:*

- Occasionally work at the weekend to respond to out-of-hours crisis communications and produce social media coverage of our youth participation programmes, fundraising and community events. Where that occurs, you will be paid back via time in lieu (TOIL).
- Work in accordance with the organisation's Vision, Mission and Values and all policies and procedures
- Champion the voice of young people and the value of their lived experience to deliver change, actively seeking to increase their involvement in the organisation's and your team's work
- Support and embed a culture of care for employees, volunteers and the young people we work with, demonstrating appropriate responsibility for Safeguarding of individuals and the work of YoungMinds.
- Form effective working relationships with all staff members, volunteers, child mental health agencies and relevant external organisations
- Contribute to the culture of YoungMinds by joining in our events and activities and supporting our fundraising.

- Understand and actively seek to evolve the organisation's and your team's use of technology to improve our effectiveness and meet the needs of young people.

PERSON SPECIFICATION

Job title: Social Media Manager

Experience of...	To be assessed via CV	To be assessed at interview
A track record of leading and developing a team to produce high-quality content against competing deadlines.	X	X
Shaping and delivering a social media strategy aligned to organisational objectives, brand and messaging	X	X
Turning complex social or systemic issues into sharp, engaging, accessible content - writing, editing, ideating	X	X
Managing social channels for an organisation with a 100k+ following	X	X
Overseeing large-scale community management via a platform such as Sprout or equivalent	X	X
Delivering compelling, trend- and insight-led content for youth audiences	X	X
Ability to...		
Own and lead safeguarding practice on social media	X	X
Analyse performance data and translate insight into strategic adjustments	X	

Take a trauma-informed approach to communication and crisis response for under-25 audiences.	X	X
Work at pace across simultaneous priorities	X	
Collaborate effectively with youth cohorts, staff, partners and agencies	X	
Knowledge of...		
TikTok, Instagram, YouTube, X/Twitter, Facebook, LinkedIn and emerging platforms	X	
Youth mental health challenges, behaviours and terminology	X	
Video editing and content tools (Premiere Pro, Final Cut, Canva, CapCut)	X	
Trends, behaviours, and communication styles relevant to young audiences.	X	
Social media metrics, analytics tools, and audience insight methods.	X	