SOCIAL MEDIA MANAGER (MATERNITY COVER)

SALARY: £30,000 - £35,000. Salary dependent on experience.
HOURS: 37.5 hours per week
CONTRACT: Fixed-term maternity cover 9 months, with potential to extend up to 12 months. September start.
REPORTING TO: PR & Communications Manager
LOCATION: Hackthorpe, near Penrith, with hybrid working.

If you'd like to discuss different working arrangements, including part-time or remote working, please get in touch. We're happy to have a conversation.

THE JOB (IN A NUTSHELL)

The Social Media Manager is a varied and rewarding role within our Marketing and Communications Team. You will lead and optimise Outward Bound's social media activity, engaging audiences, building communities, amplifying our stories and supporting organisational priorities across social channels.

WHO WE'RE LOOKING FOR

We're looking for a creative, organised and proactive individual with a passion for digital storytelling and audience engagement. You will be confident managing multiple platforms and campaigns, using data and insight to improve performance. A strong collaborator, you will work effectively across teams and with external partners, bringing fresh ideas and a positive, solutions-focused approach.

YOUR EXPERIENCE

- Proven experience in a Social Media Manager or similar role
- Experience creating and delivering engaging social media and content campaigns
- Experience managing paid social and digital advertising (e.g. Meta, LinkedIn, Google Ads)
- Strong understanding of SEO, keyword research, and Google Analytics
- Experience using social media management platforms (e.g. Sprout Social, Hootsuite or similar)
- Experience using content creation tools (e.g. Canva, Adobe Express or similar)
- Experience analysing data and translating insights into actionable improvements
- Experience working with internal stakeholders and/or external agencies
- Excellent copywriting, editing and proofreading skills

We don't expect you to meet every requirement. If you're excited about the role and feel you could make a strong contribution, we'd love to hear from you.

AREAS OF RESPONSIBILITY

- Deliver and optimise the organisation's social media and online content strategy, using compelling, authentic storytelling to bring our programmes and impact to life
- Create, edit and publish high-quality, engaging content across all platforms (text, images, video and stories)
- Develop relationships with ambassadors, influencers and content creators to extend reach, strengthen advocacy and create authentic social content

- Plan and manage paid social and digital advertising campaigns, including budgets and performance optimisation across Meta, LinkedIn and Google Ads
- Drive audience engagement before, during and after programmes through creative, social-first initiatives
- Monitor social media channels and respond to comments and messages promptly and professionally, helping build an active, engaged community
- Track performance using analytics tools, reporting on KPIs and making data-led recommendations to continuously improve results
- Stay up to date with social media trends, tools and best practice, bringing fresh ideas into the organisation
- Collaborate with colleagues across Marketing and Communications to build a strong pipeline of content and stories
- Support internal communications and help embed social media best practice across the organisation
- Provide guidance and training to staff to strengthen confidence and capability in using social media effectively

SETTLING IN PERIOD

There is a 3-month settling-in period from the contract start date.

HOW TO APPLY

To apply, please email an up-to-date CV and covering letter to Sarah Shutt at sarah.shutt@outwardbound.org.uk.

The closing date is Monday 20 July 2026 with first interviews taking place w/c 27 July 2026.