



Social Media Officer

Candidate Pack



- Location:** Hybrid working, with two days a week in a Charity office, a Ronald McDonald House, or at a Charity event
- Salary:** £30,000 per annum
- Contract:** Permanent, full-time hours are 35 per week. Will be required to work occasional weekends and evenings.
- Reports to:** Communication & PR Manager
- Closing date:** Sunday 17 August 2025, midnight

Job role:

The Social Media Officer role is integral to accelerating our growth and building our brand. They will be responsible for growing audiences and engagement across our social channels - currently Instagram, Facebook, TikTok and LinkedIn. The role is to provide visibility, awareness, understanding and support for our cause. Crucially, it will help to drive fundraising via our digital platforms.

The Social Media Officer will contribute to the development of social media plans, procedures and policies. They will also act as a Centre of Expertise for colleagues across the UK, who manage House Facebook pages. They will work collaboratively to ensure social media activity supports campaigns and works in tandem with our other channels.

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Notes from our leadership



Ella Joseph, Chief Executive

Thank you for your interest in joining Ronald McDonald House Charities UK.

'Our mission at Ronald McDonald House Charities UK is rooted in a deep understanding of the emotional and practical challenges families face when their child is in hospital.

We are committed to helping families cope and providing the support they need throughout their child's medical journey. For thousands of families each year, specialist medical treatment is far from home and without us families are forced into a long daily commute, or to sleep on hospital chairs, in their cars, or where available on a pull-down bed.

As the leading provider of family accommodation, we have a network of 14 Houses across the UK that provide a haven, accommodating 530 families each night – allowing parents and siblings to stay together. And we welcome thousands more each year into our Houses to use the communal facilities to rest, refresh and recharge for the following day by their child's bedside.

There is huge unmet demand and we want to serve more families as well as serve them better with an expanded programme of support for their practical and emotional needs.

We are excited to welcome like-minded individuals who share our passion and values. We hope you'll consider joining our team to help us achieve our vital mission.'



Louise Firth, Director of Engagement

At Ronald McDonald House Charities UK, engagement means building meaningful relationships with supporters, partners, and communities to inspire action, deepen loyalty, and advance our mission. This principle underpins our approach.

We know we can't deliver our much-needed services alone. To expand our reach and deepen our impact, we must engage and collaborate with many more people. By doing so, we aim to inspire greater awareness, action, and support for our work.

Our new five-year Impact Strategy marks a major milestone in the charity's evolution—a bold and visionary commitment to serve more families and serve them better. As our very first organisational impact strategy, it represents a unique moment in time and sets the tone for an ambitious new chapter.

Last year, I had the privilege of joining Ronald McDonald House Charities UK to lead a new directorate that brings together income generation, marketing, and communications. Since then, I've undertaken a review of the team and developed a new Engagement Strategy to support our ambitious growth plans.

The next chapter of our transformation is focused on strengthening the team, and I'm thrilled to be reshaping our structure to reflect our aspirations. I'm also incredibly proud that our Board of Trustees is aligned with and supportive of this vision. With their encouragement, we're introducing several new roles that will bring fresh energy, talent, and perspective to our work.

By fostering a diverse and inclusive workplace, we believe we can unlock innovation, collaboration, and excellence in everything we do.

If you share our commitment to supporting families with children in hospital and want to be part of this exciting new phase in our journey, we would love to hear from you.

Thank you for considering this opportunity. We look forward to learning how your skills and experience align with our mission—and how, together, we can make a lasting impact.'

Why work for Ronald McDonald House Charities UK?

► Our purpose

At Ronald McDonald House Charities UK, our purpose is to help families with children in hospital cope with the practical and emotional challenges they face.

Our ambition is to [serve more families and service them better](#).

► Our values

- We celebrate the diversity of our people and our programmes
- We value our heritage
- We focus on the critical needs of children and their families
- We operate with accountability and transparency

► Our impact

We are passionate about the support we give to families each year. Since 1989, we have supported over 95,000 families from all walks of life, living in the UK or coming from abroad for specialist care, for those families, staying close to their child in hospital receiving care is the number one priority.

► Our diversity statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

► Our families

Across our 14 locations in the UK, our Houses aim to reduce the emotional and financial burdens that come with having their child in hospital.

Families often wish to share their stories with us, highlighting their family's journey through honest and first-hand experiences.



[Watch one of our family stories](#)



[Read our family blogs](#)



Our employee benefits

We are able to offer the successful applicant a highly competitive salary and benefits package.

- Private Healthcare and Employee Assistance Programme
- Pension Scheme and Enhanced Life Assurance
- Flexible Working Patterns
- Annual Leave and Sabbatical Leave
- Service and Recognition Awards
- Employee Discount Scheme

[Click to view all details on available employee benefits](#)

About the Social Media Officer role

Key responsibilities:

Strategic Planning and Collaboration

- Develop tailored, channel-specific social media plans aligned with broader marketing objectives
- Collaborate closely with Marketing and Communications teams to support both regional and national campaigns through organic and paid media strategies
- Support the Communications and PR Manager in building and nurturing relationships with celebrities and influencers via social media

Content Creation and Community Engagement

- Curate and produce engaging multimedia content including images, infographics, and videos, tailored to diverse audiences and campaign goals
- Moderate all social media channels, ensuring timely and appropriate responses to comments and messages
- Attend charity events regularly to capture live content and share real-time updates across platforms



Training, Governance, and Best Practice

- Train and mentor House Facebook page Managers, providing ongoing support, guidance, and upskilling opportunities
- Review and approve all content and imagery posted on House Facebook pages to ensure brand consistency and compliance
- Ensure all social media communications adhere to fundraising regulations and GDPR requirements

Innovation and Performance Analysis

- Monitor emerging social media trends and recommend innovative ways to enhance engagement and reach
- Explore and implement native social media tools in collaboration with the Fundraising team to maximise impact
- Monitor KPI's (e.g. campaign reach, engagement and follow increase), analysing performance data to evaluate effectiveness and adapt strategy accordingly

Knowledge and experience:

- Creative thinker with a strong eye for design and detail
- Proficient in using design tools such as Canva and adept with social media video editing tools
- Experienced in applying brand guidelines to maintain visual and tonal consistency
- Good working knowledge of Microsoft Office, including Word, Excel, and PowerPoint
- Proven experience planning, posting, and managing content across social media platforms in a professional setting
- Skilled in using social media scheduling and analytics tools to streamline workflows and measure performance
- Confident in interpreting social media data to inform and improve content strategy
- Excellent grasp of grammar and writing, with the ability to craft clear, engaging content
- Strong interpersonal skills, with the ability to build and maintain effective working relationships
- Comfortable communicating across teams and with external stakeholders
- Highly organised with the ability to prioritise tasks and manage time effectively
- Able to work independently while also contributing positively to team efforts
- Maintains high standards and attention to detail, even when working at pace
- Experience managing paid social media campaigns and boosting posts (desirable)
- Managing Meta business suite and TikTok ad manager (desirable)
- Experience working with influencers and/or brand ambassadors (desirable)

Our employees



Jasmine's journey

House Assistant to Marketing Officer

Jasmine started at the Charity in the role of House Assistant, providing administrative, practical and emotional support to families staying at our Brighton House, helping to create a supportive and comfortable environment. With a passion for creating visual materials and writing family stories alongside her House Assistant duties, Jasmine's hard work and talent was recognised and she progressed into a new department, taking valuable knowledge and skills into a position with our Marketing and Communications team.



I began my journey with Ronald McDonald House Charities UK in 2016 as a House Assistant at our Brighton House, where I witnessed the extraordinary strength of the families we support and the profound impact of our services.

In 2021, I embraced a new challenge through a secondment in the Marketing and Communications team — an opportunity to merge my passion for design, brand, and storytelling with the powerful realities of frontline experiences. That chapter became a turning point, leading to a permanent role as Marketing Officer, where I now help bring our mission to life through supporting compelling campaigns, fundraising initiatives, and partnerships.

Over the past nine years, I've grown both personally and professionally, continuously supported by a network of inspiring colleagues. It's been a journey of purpose, creativity, and deep connection.



Lily's journey

Lead Challenge Events Officer to Senior Events Fundraiser

Lily started as Lead Challenge Events Officer, working in a small team and specifically on Challenge Events, such as marathons and skydives. Inspired by the families we support, their personal stories motivated Lily to get involved with other fundraising events. Recognising her passion for delivering high quality experiences, Lily's role developed to incorporate large scale events and collaborating with a larger team. Lily now plays a vital part in ensuring the success of our fundraising events and effectively guiding supporters.



Working within a busy Events team, no two days are the same - which I love! There's lots of variety, whether it is supporter stewardship, planning events, getting stuck in at a Golf Day, or simply updating our database. I love being able to listen to our supporters' stories, and their reasons for wanting to support this fantastic charity.

As a Senior Events Fundraiser, I love the responsibility of looking to the future and helping shape our strategy and Events calendars.

Ronald McDonald House Charities UK has helped me develop my people skills and learn to work in a fast-paced and dynamic environment, whilst knowing my work is making a difference to families across the UK with children in hospital.



How to apply for the role

Closing date: Sunday 17 August 2025

All applications must be submitted before midnight on this date.



Please enclose:

A full CV

A cover letter specific to this role

[A completed demographic form](#) (optional)

To submit your application, please email:

rmhc.recruitment@uk.mcd.com

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.

To discuss the role before applying:



0203 892 0774



rmhc.recruitment@uk.mcd.com

► Our Artificial Intelligence (AI) Statement

We encourage candidates to minimise their use of AI tools when answering questions in this recruitment process. Our goal is to understand your authentic self, your unique perspectives, and your genuine skills. We value originality and personal insight, which are best demonstrated through your own words and experiences.

► Equal Opportunities Employer:

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.

