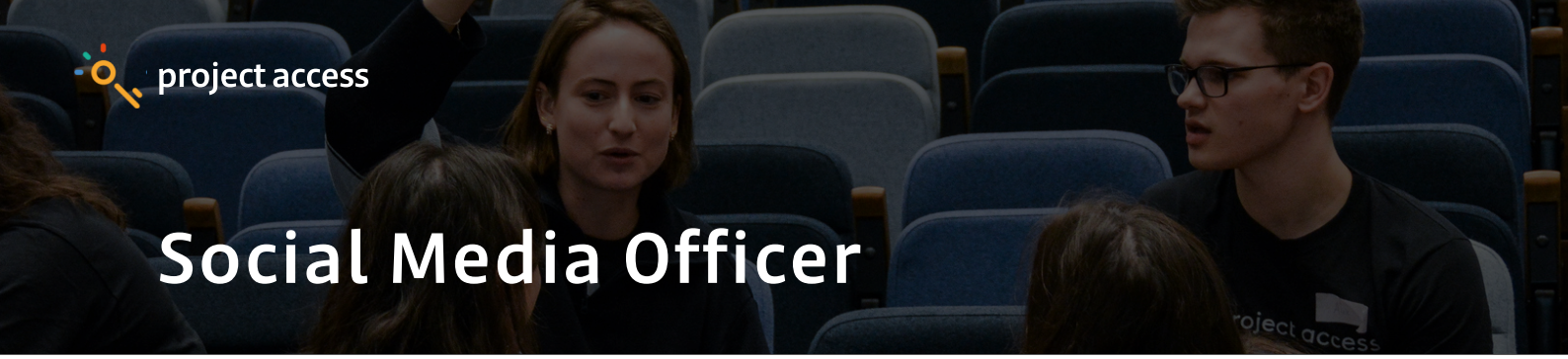


Social Media Officer

Do you want to join a fast-paced, student-led, social impact charity? Are you looking for meaningful, international experience and a community of like-minded, ambitious people?

We are looking for a creative, organised, and social media-savvy individual to help grow our online presence and engage our global community. As a Social Media Officer, you will play a key role in shaping the visual identity and brand voice of Project Access across Instagram and LinkedIn. You'll be part of the Marketing and PR team and work closely with Ruby, our Global Director of Marketing.

Responsibilities include:

- Generating engaging visual and written grid content for Instagram and LinkedIn.
- Writing thought-leadership posts, higher-education news carousels, and blog posts.
- Staying up to date with trends and proposing creative ideas to elevate our written voice.
- Collaborating with the wider marketing team to ensure consistent messaging and cross-team campaign support.

The ideal applicant is...

- Passionate about storytelling, visual graphic design, and long-form copy.
- Strong in written communication, with a knack for turning complex topics into engaging and accessible content (with the option of utilising AI tools like Claude).
- Has a strong general interest in current higher-education news, events, and industry trends.
- Proactive, well-organised, and dependable when managing content calendars and hitting deadlines.
- Familiar with design tools like Canva and comfortable managing publishing features on Instagram and LinkedIn.
- Open-minded, eager to learn, and has a strong willingness to take on feedback to refine their work.

You will get...

- Real-world experience in digital copywriting, content marketing, and channel management.
- Access to premium AI tools (Claude) to support and elevate your daily workflow.
- A direct impact on how we reach and inspire underrepresented students around the world.
- The freedom to experiment with new written formats and drive key storytelling projects.
- Access to a global community of driven, talented, and supportive students.

The position is an unpaid, volunteer role that will require 3-5 hours of work per week, with flexibility during busy times of year (e.g. during exams).

If you have any questions, please do not hesitate to get in touch with Ruby at ruby.sutton@projectaccess.org.