

Content and Social Media Manager

Location: UK-based, remote or London office, attendance at key team days required.

Contract: Full time (permanent)

Reports to: Director of Communications

Salary: £36,500 - £40,500 (dependent on experience)

Purpose

To plan, create and deliver high-quality, mission-driven content that strengthens SolarAid's brand, grows engagement, and supports fundraising and awareness goals. The role is hands-on, combining day-to-day content production, channel management and collaboration across teams to ensure SolarAid's story is told clearly, consistently and responsibly.

About the role

SolarAid is seeking a creative and organised Content and Social Media Manager to lead the planning, production and delivery of high-quality digital content across our channels.

This role plays a central part in telling SolarAid's story - helping raise awareness, grow our supporter base, and strengthen our brand by communicating our mission to bring sustainable energy to the hardest-to-reach communities in sub-Saharan Africa.

You will be responsible for **end-to-end content management across social media, email, blogs and the website**. This includes developing and maintaining content calendars, producing written and visual content for different audiences and fundraising streams, and coordinating approvals to ensure timely, consistent delivery. Working closely with fundraising, communications and country teams, you will help capture and share compelling stories from our programmes and ensure a clear, consistent tone across all platforms.

During SolarAid's website redevelopment, you will **support the review, organisation and migration of digital content** - helping assess what should be retained, updated or archived, and preparing content in line with agreed frameworks and SEO guidance. You will support content work throughout the redevelopment process and take responsibility for maintaining and improving content quality once the new site goes live.

You will also **manage day-to-day social media activity**, build and moderate an engaged online community, and monitor performance to continuously improve content effectiveness. As part of a small team, you will be encouraged to test ideas and contribute creatively to campaigns, working with external agencies or freelancers where needed.

Your values

You will be expected to uphold the values and ethos of SolarAid in the way we tell stories and engage with audiences, showing care and respect for the people and communities we work with, whilst helping to inspire support in a responsible and authentic way.

Key Responsibilities

Content planning and management

- Plan and deliver content across SolarAid's digital channels, including social media, website, blog and email.
- Develop and maintain content calendars aligned with campaigns and organisational priorities.
- Produce engaging written, visual and short-form video content for different audiences and platforms.
- Ensure content is consistent with SolarAid's brand, tone of voice and messaging.

Website content and redevelopment support

- Support the review and transition of content during the website development project, with responsibility for maintaining content quality post-launch.
- Work with the internal project team and external agency to assess, update and prepare content for the new site.
- Apply agreed content frameworks and basic SEO guidance to improve clarity and usability.

Social media and community

- Manage SolarAid's social media channels day to day, including planning, publishing and engagement.
- Build and nurture an engaged online community through thoughtful interaction and moderation.
- Monitor performance and use insights and analytics to improve reach and engagement.

Storytelling and collaboration

- Work with teams in Malawi and Zambia to source stories, images and updates from programmes.
- Ensure storytelling is accurate, ethical and respectful, reflecting SolarAid's values.
- Collaborate with fundraising and communications colleagues on campaigns and appeals.
- Work with external freelancers or agencies where needed to support content production and delivery.

Person Specification

Essential Skills and Experience

- Ability to plan, produce and manage digital content across social media, web and email.
- Strong copywriting and editing skills, with attention to tone, accuracy and clarity.
- Experience creating visual content such as social media graphics, infographics and short-form video.
- Experience editing basic video content for digital channels, using tools such as Canva and Adobe Creative Suite (e.g. Premiere Pro).
- Experience managing social media accounts for an organisation or brand.
- Ability to manage multiple pieces of work at once and deliver to deadlines.
- Confidence using content creation, editing and scheduling tools.
- Willingness to work collaboratively across teams and take ownership of delivery.

Desirable Skills and Experience

- Experience working in the charity, international development or sustainability sectors.
- Experience using content management systems (e.g. WordPress or similar) and email marketing platforms (e.g. Mailchimp or similar).
- Experience applying basic SEO principles during content creation.
- Experience sourcing stories or content from programme or field teams.
- Familiarity with fundraising or supporter engagement campaigns.



What we offer

- A tight knit, friendly and close working team
- 7% employer pension contribution
- A culture where you are encouraged to develop
- An annual organisational training budget
- Flexible working hours
- Remote working
- 27 days annual leave
- A working environment where new ideas and testing new things is strongly encouraged

Equal opportunity

SolarAid is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age.

Application Details

Applicants are invited to email their CV and a covering letter explaining how they meet the criteria in this job description and why they are a good fit for SolarAid to:

recruitment@solar-aid.org

Please email with subject: **Content and Social Media Manager - [Your full name]**

Submission deadline: 26th February 2026 (5.00pm).

We may close the role early if we receive a strong response.