

Social Media Content Creator

About Future Ready Foundation

Future Ready Foundation is a registered charity dedicated to reducing disadvantage and creating opportunities for young people. We work with schools, communities, employers and industry partners to improve digital inclusion, social mobility and access to future careers.

Through education, employability support, digital and STEM/STEAM skills, and employer engagement, we help young people develop the confidence, skills and experience they need to progress into education, training and employment.

Job Title: Social Media Content Creator

Department: Social Media / Marketing / Creative

Number of Vacancies: Multiple

Role Purpose

The Social Media Content Creator will create engaging, platform-specific content designed to build audiences, increase engagement and support digital campaigns.

Key Responsibilities

- Create original content for social media platforms.
- Produce Reels, TikToks, Shorts, photographs and graphics.
- Develop creative ideas based on current social and digital trends.
- Write engaging captions, hooks and short-form scripts.
- Plan and maintain social media content calendars.
- Film and edit short-form video content.
- Photograph products, people, events and promotional activity.
- Adapt content for different platforms and audiences.
- Maintain the organisation's brand voice across social channels.
- Support social media campaigns from concept through to publication.
- Schedule and publish approved content.
- Monitor engagement and identify successful content formats.
- Use Canva, Adobe Creative Cloud and other relevant software.
- Use AI tools to support content ideation and creative development.
- Work with colleagues to capture content at events and activities.

Bootcamp Skills Applied

Social media strategy • Platform optimisation • Content calendars • Copywriting • Hooks and captions • Photography • Videography • Short-form editing • Brand voice • Creative software • AI-assisted content