



JOB DESCRIPTION

Job title:	Digital Content Assistant
Main purpose of role:	<p>This role works closely with the Senior Digital Content Officer (DCO) and Digital Communications Manager (DCM) to support with social media and content creation for The Vegan Society (TVS). The post holder will support the team by sharing high quality information to engage with different audiences, to raise awareness of veganism and help to bring The Vegan Society's work to the forefront.</p> <p>The successful candidate will be expected to have excellent writing skills with a high standard of literacy and a positive, can-do attitude.</p>
Department:	Communications
Reports to:	Digital Communications Manager
Responsible for:	N/A
Based:	Hybrid
Salary:	<p>Starting salary: £27,694 – £29,064 depending on experience.</p> <p>Salary reviews apply.</p>
Benefits:	<ul style="list-style-type: none"> ▪ Flexible working hours ▪ Ethical pension scheme (5-7% employer contribution) ▪ Employee assistance programme and health cashback scheme ▪ Death in service benefit ▪ 28 days leave + 8 bank holidays (25 days annual leave & 3 closure days) ▪ Cycle to work scheme ▪ Animal companion compassionate leave ▪ Climate perks policy (up to 6 days additional paid time off when choosing sustainable transportation for foreign holidays)
Contract term:	Permanent
Hours:	<p>37.5 hours per week</p> <p>Out-of-hours working may be required to meet critical business needs.</p>
Date of issue:	November 2025



DUTIES AND RESPONSIBILITIES

Daily Activities:

- Support the SDCO with TVS social media channels – scheduling, moderating and engagement (Facebook, Instagram, TikTok YouTube, blogs and LinkedIn) – providing cover in absence of the SDCO.
- Monitor social media inbox, directing to colleagues as appropriate.
- Moderate social media channels on rotation with colleagues.
- Support with out of hours moderation on a rota basis to cover weekends and public holidays, for which time off in lieu of hours worked is provided. Cover is typically one hour a day.

Regularly:

- Support SDCO with content ideas/creation for TVS social media channels, including awareness days and key dates.
- Supporting with research tasks e.g., finding suitable influencers for projects or identifying awareness days to celebrate.
- Edit short videos and audio files to include subtitles (training will be provided).
- Support SDCO by researching and identifying new routes and trends on social media.
- Work with the SDCO, Graphic Designer and Videographer for engaging imagery and video content on social media.
- Attend monthly social media meetings with SDCO and Digital Communications Manager (DCM).

General:

The following duties are ones which all staff are required to perform:

1. Adhere to The Vegan Society's policies on Equality & Diversity, Health and Safety and Acceptable Use.
2. Always maintain data protection and confidentiality.
3. Observe health and safety procedures and always work safely.
4. Contribute to the overall ethos, work and aims of The Vegan Society and maintain good communication with all stakeholders.
5. Be responsible for your own continuing self-development, undertake training as appropriate to the working environment and location, and developments in your role.
6. Present a positive personal image, contributing to a welcoming environment and treat all users with courtesy and consideration.
7. Undertake any other duties as required by your manager to meet the changing needs and demands of The Vegan Society.
8. Attend organisational meetings as required.
9. Positively and actively promote The Vegan Society and its values.
10. Conduct yourself with professionalism, tact, and diplomacy at all times as a representative of The Vegan Society.



This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the holder without change to the level of responsibility or remuneration appropriate to the post. The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

Data Protection:

During the course of your employment, The Vegan Society is required to tell you about the personal data that we collect about you and what we do with that information, including how we use, store, transfer and secure your personal data. You shall at all times comply with all relevant data protection legislation and all obligations imposed on you under The Vegan Society's data protection policy and privacy notice from time to time in force.

It is a condition of your employment that, as far as is possible and practicable, you adhere to a vegan diet and lifestyle.

Person Specification

Job Title:	Digital Content Assistant	
ATTRIBUTES	ESSENTIAL	DESIRABLE
Qualifications/ Experience:	<ul style="list-style-type: none"> ▪ GCSEs A – C grade or equivalent 	<ul style="list-style-type: none"> ▪ A degree/qualification in Marketing or Communications
Skills/Experience and Abilities:	<ul style="list-style-type: none"> ▪ Excellent writing skills with a high standard of literacy. ▪ Experience with copywriting (including adapting copy to brand tone of voice), copyediting and proofreading. ▪ An understanding of the UK’s media landscape and/or social media and an interest in social media/news/media. ▪ Ability to prioritise tasks. ▪ Experience using business social media and an interest in social media, and it’s benefits to the vegan cause. ▪ An interest in veganism and behaviour change. ▪ This role will require a calm and measured approach to social media engagement and media and PR requests. 	<ul style="list-style-type: none"> ▪ Experience with brand guidelines. ▪ Experience with social scheduling platforms such as Sprout Social (training will be provided).
Knowledge:	<ul style="list-style-type: none"> ▪ Appreciation of the ethos of charities and businesses in the vegan sector. 	<ul style="list-style-type: none"> ▪ Understanding of working in/with NGOs or small charitable organisations. ▪ Knowledge of vegan issues, as well as the distinctive styles of activism and where The Vegan Society fits within the community.

<p>Personal Attributes and Qualities:</p>	<ul style="list-style-type: none">▪ Calmness under pressure.▪ Professional, presentable, mature and responsible approach.▪ Confident and friendly manner.▪ Discreet and confidential.▪ Articulate, proactive and outgoing.▪ Efficient, organised, reliable and effective.▪ Approachable and adaptable, team player.▪ Adhere to a vegan lifestyle for duration of employment.▪ Willingness and ability to undertake appropriate training and development as required.	
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