

Digital Engagement Officer Job Description



- Job Title:** Digital Engagement Officer
- Reporting to:** Social Media and Digital Marketing Manager
- Based:** We offer a hybrid model of working and our office is based in Angel, London. This postholder is expected to be in the office 1 day per week. We meet together in our London office fortnightly on Tuesdays and we ask that you can commit to this.
- Hours:** 28-35 hours per week
- Salary:** Grade 2, £40,208 - £41,806 per annum for a 35-hour week or pro-rata (to be confirmed)
- Travel expenses:** All staff are required to pay for travel costs to and from the London office, regardless of where they live. However, staff can claim travel expenses for journeys to places other than the London office for work purposes.

About us

Young Women's Trust champions young women aged 18 to 30 on low or no pay. We're here to create a more equal world of work and raise young women's incomes. We offer young women free coaching, feedback on job applications and information to help them get where they want to be. We bring together a network of thousands of young women to support each other, build their self-belief, and have their voices heard. We work with young women to campaign for equality in the workplace. And our research provides insight into what young women's lives are really like, fuelling our campaigns for change.

About the role

The Digital Engagement Officer will support the delivery of the organisation's content and engagement strategies to build a powerful digital social movement for young women's rights. While the Social Media and Digital Marketing Manager (SMDMM) oversees the broader management of our platforms and supporter journeys, the DEO focuses on the narrative and creative execution required to influence change and engage diverse audiences. You will help to translate research and policy into persuasive public messaging that drives deep participation and systemic change for young women on low or no pay. As well as creating high-impact, platform ready content that converts followers into donors,

and young women into active users of YWT's services and campaigns actions.

Key deliverables

- Deliver engaging, high-quality digital content across social media, email, and web platforms
- Grow and actively manage online communities, increasing meaningful audience engagement
- Support the Social Media and Digital Marketing Manager and wider Communications, Campaigns and Research team to translate research, policy, and data into accessible, compelling public-facing content
- Deliver multi-channel digital campaigns that drive participation and action
- Monitor, analyse, and report on content performance to improve future campaigns
- Manage relationships with external creators and collaborators to produce on-brand content
- Capture and curate stories and content from young women for use across digital and traditional media channels.

Main responsibilities

1. Digital Engagement

- With the SMDMM contribute to the development of a multi-channel digital content strategy that aligns with organisational priorities and movement-building goals across social, email and our advocacy platform Engaging Networks.
- Work with the SMDMM to create and deliver content across digital engagement journeys that move supporters from passive followers to active participants in our organisation. This includes expert, hands-on content creation for web, email and social media.
- Develop reactive content opportunities by staying up to date with the news agenda and social trends to ensure the organisation is actively involved in relevant public debates.
- Own the day-to-day monitoring and community management of our social media channels, including scheduling and posting content and maximising the use of our social media tool.
- Reporting on performance of digital content, applying insight and learnings to future campaigns and content delivery.

- Work with the digital team to explore and establish a content creator programme as a new channel for audience growth and engagement.

2. Creative Execution and Delivery

- Directly produce and deliver high-quality digital assets (video, graphics, and photography) using in-house tools to ensure content is on brand and impactful.
- Work with the Social Media and Digital Marketing Manager and colleagues from the Communications, Campaigns and Research team to translate complex information such as policy, research, information and support content and financial injustice data into accessible and compelling messages for our website, social media and email.
- Work with the Social Media and Digital Marketing Manager providing assets and copy for daily scheduling, posting, and community engagement. Help maintain the editorial calendar ensuring a balance of content across campaigns and platforms.
- Work with the Communications Lead and teams across the organisation to identify, capture and curate young women's stories that support campaigns and communications priorities.

The DCS acts as a point of contact for external content creators and talent. This involves:

- Establishing a clear scope of work and helping to brief freelancers, creators, and external content strategists.
- Ensuring that all content produced by creators and talent (including graphics, photography, and video) remains consistent, on message, and aligned with YWT values, escalating to the Social Media and Digital Marketing Manager.
- Working with external creatives, strategists, and freelancers, agreeing on clear scopes of work to deliver digital and platform first campaign assets. Working closely with SMDMM to define specifications and deliverables.

3. Participation and Collaboration

- Collaborate with young women to co-produce content, ensuring their voices are at the heart of the movement's narrative.

- Work with the social media and digital marketing manager to ensure content works effectively across the entire user journey, from social channels, email and the website.
- Collaborate with fundraising and services teams to develop content that supports income generation and service uptake.
- Support media monitoring activities by tracking coverage of the organisation and its key issues, compiling reports, and sharing insights with internal teams.
- Assist in managing the media inbox, responding to routine enquiries and directing requests to appropriate colleagues as required.
- Along with colleagues from the Digital team, act as an in-house expert on digital content and digital storytelling, advising senior stakeholders and colleagues on how to meet goals with content.
- Act as champion of Young Women's Trust's values and principles, including our commitment to becoming an anti-racist organisation

Budget management

N/A

General responsibilities

- To work in a flexible manner, taking initiative and prioritising the needs of the organisation.
- Follow organisation policies and procedures, including health and safety.
- Carry out other reasonable duties that may be required.

Safeguarding

At Young Women's Trust, we are committed to safeguarding the well-being of all the young women we work with, as well as our employees and volunteers who are involved in or affected by our work. All employees have a duty to prevent the abuse of children and adults and report any safeguarding concerns to the relevant person.

DBS Requirement

N/A

Equity, Diversity and Inclusion

Young Women’s Trust strives to be an inclusive and representative organisation. We are committed to appointing individuals from a wide range of backgrounds, lived experiences and cultures. We particularly encourage applications from racially minoritised candidates and working-class candidates who are currently under-represented in our staff team.

You’ll be joining a team that will embrace your ideas and support and encourage you to bring your whole self to work.

We can make reasonable adjustments throughout the application process and on the job. If you have particular accessibility needs, please get in touch and let us know any requirements you may have.

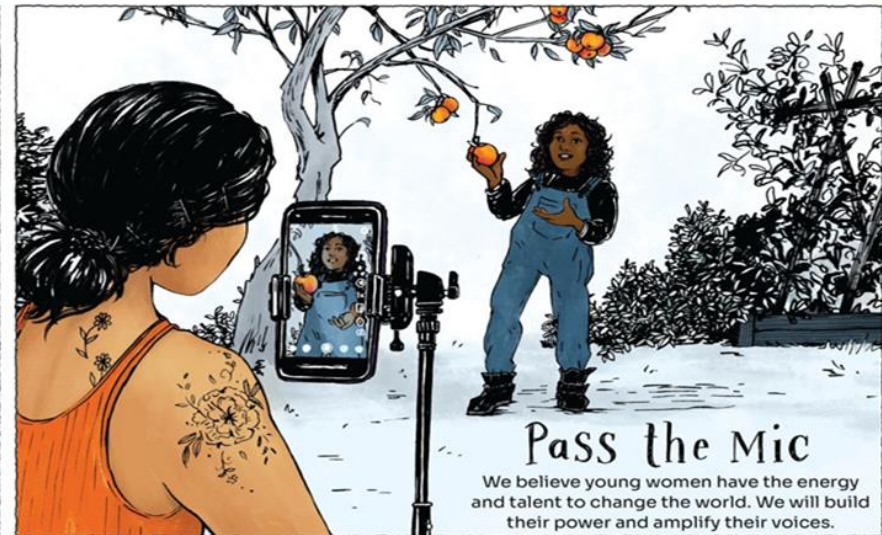
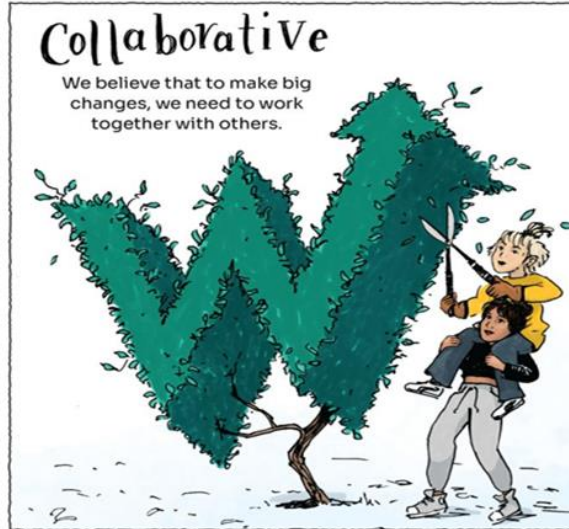
Person Specification

- A commitment to Young Women’s Trust values and principles, including our anti-racism work
- The ability to work sensitively with young women from a range of diverse backgrounds to support them to contribute to brand and marketing activity
- A strong understanding of the systemic barriers facing young women on low or no pay and the ability to work sensitively with vulnerable groups

| | Essential | Desirable |
|---|--|-----------|
| <p>Experience</p> <ul style="list-style-type: none"> • Experience of executing digital content and building social movements through digital storytelling. • Experience in creating high-quality digital content (graphics, video, copy) that drives action. • Awareness of regulations governing charity campaigning and data protection • Experience in creating high-quality digital content (graphics, video, copy) that drives action. • Experience of building relationships and owning project workplans across multidisciplinary teams. | <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> | |

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|---|-------------------------------------|-------------------|
| <ul style="list-style-type: none"> • Experience managing social channels day-to-day, including scheduling, posting, responding to audiences. • Experience managing online advocacy or email platforms such as Engaging Networks | <p>E</p> | <p>D</p> |
| <p>Skills & attributes</p> <ul style="list-style-type: none"> • Knowledge of how to track content performance, interpret insights, and optimise content to drive participation and conversions • Ability to translate complex ideas into accessible, audience-friendly messaging • Effective relationship building and stakeholder communication skills • Strong storytelling and narrative development skills • Understanding of supporter journeys • Adaptability and responsiveness to fast-moving topics | <p>E</p> <p>E</p> <p>E</p> <p>E</p> | <p>D</p> <p>D</p> |

Our values



Young Women's Trust Structure



Young Women's Trust
Team Structure April 2026

