

Derbyshire Positive Support (Working title as Well for Life)

Registered Charity No. 1216179



Freelance Social Media & Digital Communications Officer

Location: Remote working with occasional attendance at Well for Life events and meetings in Derby.

Hours: Average of 3 hours per week (approximately 12 hours per month)

Rate of Pay: £20 per hour

Contract: Self-employed/Freelance

Duration: Initial 12-month agreement, subject to annual review and continuation of funding.

About Well for Life

Well for Life is a Derby-based charity supporting adults living with and affected by HIV across Derby and Derbyshire.

We provide emotional and practical support, advocacy, wellbeing activities, peer support, HIV awareness training and community engagement to help people live healthier, happier lives while reducing stigma and social isolation.

We're looking for a creative, enthusiastic and organised Freelance Social Media & Digital Communications Officer to help us tell our story, celebrate our impact and increase awareness of the vital work we do.

About the Role

Working closely with the Charity Manager, you will plan, create and manage engaging social media content that promotes Well for Life's services, events, campaigns and achievements.

This flexible freelance role is ideal for someone looking to build their portfolio or someone with experience in social media management who is passionate about supporting the voluntary sector.

The majority of the work can be carried out remotely, although occasional attendance at Well for Life events, activities or meetings in Derby will be required to capture content and support campaigns.

Main Responsibilities

The successful applicant will:

- Develop engaging content across Facebook, Instagram, TikTok, X and LinkedIn.
 - Produce graphics using Canva (or similar software).
 - Create and schedule social media posts.
 - Produce occasional short videos and reels.
 - Promote Well for Life services, events and campaigns.
 - Raise awareness of HIV and help reduce stigma through positive messaging.
 - Celebrate the achievements of our clients, volunteers and organisation (while maintaining confidentiality).
 - Support fundraising campaigns and community events.
 - Monitor engagement and identify opportunities to grow our online presence.
 - Work collaboratively with the Charity Manager to produce a monthly content plan.
 - Provide a brief monthly report summarising social media performance.
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We're Looking for Someone Who Has

Essential

- Experience managing social media accounts.
- Excellent written communication skills.
- Creativity and attention to detail.
- Experience using Canva or similar design software.
- Knowledge of Facebook, Instagram, TikTok, X and LinkedIn.
- Good organisational and time management skills.
- Ability to work independently.
- Understanding of confidentiality and GDPR.
- Reliability and professionalism.

Desirable

- Experience working with charities or community organisations.
 - Experience creating video content or reels.
 - Basic photography skills.
 - Knowledge of HIV, sexual health or public health issues.
 - Experience using scheduling platforms such as Meta Business Suite or Buffer.
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Personal Qualities

We're looking for someone who is:

- Creative and enthusiastic.
- Friendly and approachable.
- Self-motivated.
- Reliable and trustworthy.
- Passionate about making a positive difference.
- Committed to equality, diversity and inclusion.
- Sensitive when communicating about health-related issues.

What We Offer

- Flexible remote working.
- Opportunity to make a genuine difference within a respected local charity.
- Creative freedom to develop engaging campaigns.
- Support from an experienced Charity Manager.
- Opportunity to build your portfolio while supporting an important cause.
- Flexible working arrangements around agreed deadlines.

Contract Details

- **Average of 3 hours per week (approximately 12 hours per month).**
- **£20 per hour.**
- Self-employed/freelance basis (the successful applicant will be responsible for their own tax and National Insurance).
- Initial 12-month agreement, subject to review and continuation of funding.
- Hours may be worked flexibly by agreement, with occasional attendance at Well for Life events and meetings.

How to Apply

Please send:

- Your CV.
- A brief covering letter (no more than two pages) explaining why you're interested in the role and how your skills and experience meet the requirements.
- Links to examples of your work or social media accounts you have managed (if available).

Applications should be sent to:

Bally Johal
Charity Manager
bally.johal@wfllderby.org

Closing Date

Friday 14 August 2026

Interviews will be held at Well for Life's office in Derby or online via Microsoft Teams, depending on the successful applicants' availability.

Well for Life is committed to equality of opportunity and welcomes applications from people of all backgrounds, particularly those with lived experience of HIV and individuals from communities under-represented within the voluntary sector.