Content and Social Media Manager

Job title	**Content and Social Media Manager**
Location	Hybrid – minimum 2 days per week in the London office
Responsible to	Head of External Communications
Contract	Full time (37.5 hours per week), 1 year fixed term contract January - December 2027
Salary	£44,000-£46,000 per annum depending on experience

Overview

The Content & Social Media Manager plays a central role in delivering IAPB's global communications ambition by producing high-quality content, strengthening IAPB's digital presence, and supporting impactful public awareness campaigns. Working as a key member of the External Communications function, this role helps amplify IAPB's voice across global health, development, policy, and public audiences.

Working closely with the Head of External Communications, the postholder manages day-to-day content creation and social media execution across IAPB's channels, ensuring messaging is aligned, strategic, accessible, and compelling. They support global campaigns, such as Love Your Eyes and Every Story Counts by producing content that humanises eye health, drives behaviour change, and elevates the lived experiences of communities worldwide

Role and Responsibilities

1. Digital Content & Social Media Management

- Lead daily management of IAPB's social media channels (Instagram, TikTok, X, LinkedIn, Facebook), including scheduling and ensuring content is strategic and audience-focused.
- Building on the strategy, deliver a year-round social media and content plan aligned to organisational priorities, campaigns, and global advocacy goals.
- With the support of other team members brief in and co-create high quality, platform specific assets including graphics, social cards, shortform videos, EDM content, toolkits, and campaign materials as required.
- Deliver regular analytics reports, tracking performance trends, audience insights, and opportunities for improvement.
- Support influencer-based activations—particularly on Instagram and TikTok—to normalise good eye health behaviours and encourage screenings

2. Content Development & Storytelling

- Develop creative concepts and content ideas for global moments, campaigns, op-eds, human-interest stories, and behaviour change messaging.
- Write clear, compelling copy for blogs, press releases, social media, websites, campaign updates, and storytelling pieces to support social content.
- Ensure accuracy, consistency, and quality of all content, maintaining alignment with IAPB's brand identity, strategic messaging, and global campaign voice.
- Provide editorial support, including proofreading and content quality assurance across the communications portfolio.

3. Campaign Activation & Member Tools

- Support development and delivery of global campaign assets for Love Your Eyes, Every Story Counts, and other awareness initiatives.
- Produce user-friendly digital toolkits, templates, messaging guidelines, storytelling prompts, and ready to use social media materials for IAPB members.
- Help maintain shared content libraries, ensuring members can easily find and adapt campaign materials.

4. Cross--Organisational Collaboration

- Work collaboratively with global colleagues across advocacy, knowledge, membership, campaigns and events teams to ensure coherent messaging and integrated planning.
- Coordinate effectively across diverse time zones and cultures, supporting smooth communication within a global federation.
- Contribute to thought leadership efforts by supporting content preparation, storytelling assets, and multimedia elements tied to strategic initiatives.

5. Quality, Insight & Continuous Improvement

- Use analytics, platform insights, and sector trends to inform content strategy and enhance performance over time.
- Identify opportunities to strengthen engagement, reach new audiences, and innovate IAPB's digital presence.
- Uphold IAPB's organisational behaviours - Ambitious, Collaborative, Inclusive, and Strategic - in all areas of work.

Education, Skills & Experience Required

Required:

- Strong understanding of social media approaches across major channels (Instagram, TikTok, X, LinkedIn, Facebook).

- Excellent written and verbal communication skills.
- Strong interpersonal skills and the ability to coordinate across teams, and support collaborative ways of working.
- Experience creating, editing and scheduling digital content for varied audiences, including visual and multimedia content for campaign activations
- Strong organisational skills with attention to detail and ability to manage fast-moving campaigns
- Ability to build strong relationships and collaborate with global colleagues, influencers, members, and partners.
- Degree-level qualification or equivalent relevant experience.
- Good IT skills, including familiarity with digital tools and platforms (E.g., Canva, Adobe Suite, social scheduling tools).

Desirable:

- Experience working with influencers or content creators
- Experience running or supporting online engagement activities (webinars, livestreams, digital events).
- Knowledge of CMS, analytics, dashboards, or other web tools.
- Knowledge of eye health, global health, public health, or international development issues.

General

- Demonstrate IAPB organisational behaviours—Ambitious, Collaborative, Inclusive, and Strategic.
- Respect the diverse cultures, experiences, and working patterns of colleagues and partners.
- Undertake any other duties commensurate with the role.
- This role profile outlines key responsibilities but is not exhaustive; duties may evolve as required by the organisation.

About us

The International Agency for the Prevention of Blindness (IAPB) is the overarching alliance for the global eye health sector dedicated to eliminating the global vision crisis. A global network spread across 100+ countries, of the most brilliant and committed non-profits, philanthropists, public and private organisations.

There are 1.1 billion people living with sight loss because they don't have access to eye care services. We are making the case loudly and repeatedly that access to eye health services are vital to everything, for everyone.

IAPB, on behalf of its network, holds trusted relationships with the United Nations and the World Health Organization. No one else is operating under this same model with the same reach. We

are a growing and successful international organisation registered as a charity in the UK with a dedicated staff team located around the world.

We are seeking someone to be a part of our journey and help us achieve our goals. We are a small charity with a supportive can-do attitude. We are informal but professional and work flexibly. This role offers a real opportunity for someone to contribute our development and progress towards our goals.

Other Information

- Benefits include 30 days annual leave (plus statutory bank holidays)
- Pension scheme – 10% Employer contribution, no minimum employee contribution
- Group life assurance
- Hybrid working
- Flexible working
- Employee Assistance Provider
- Various family friendly policies
- We are only accepting applicants with a right to work in the UK; we are unable to sponsor people requiring a work visa.

To apply:

Please send your CV and cover letter to hr@iapb.org.

Closing date Tuesday 20th October 2026. IAPB reserves the right to close the vacancy before the closing date.

Interviews will be held (first stage via Teams) w/c 16 & 23 November 2026, with a proposed start date of early January 2027.

Due to the volume of applications received, we are unable to respond to everyone. If you have not heard from us within 28 days of the closing date, please assume your application has been unsuccessful. We request no contact from agencies.