



Head of Social Media & Storytelling

Organisation: GirlDreamer

Location: Remote (UK-based) with regular in-person events

Contract: Full-time, permanent

Salary: £28,500 per annum

Start Date: Immediate – June 2025

About GirlDreamer

GirlDreamer is a multi award-winning non-profit organisation that exists to advance the representation, leadership, and the wellbeing of women of colour. Rooted in the lived experiences of the communities it serves, GirlDreamer operates at the intersection of social innovation and mental health support, with a strategic focus on two primary areas.

The Role

We're looking for a creative, confident, and digitally fluent Head of Social Media & Storytelling to lead GirlDreamer's online presence across key platforms – Instagram and TikTok.

This is not your average behind-the-scenes social media role. We want someone to become the face of GirlDreamer socials – creating video-first content that informs, entertains, and deeply resonates with our community. You'll be an artist, storyteller, and strategist in one, helping us grow our digital presence with content that reflects our values and visual identity.



hey@girdreamer.co.uk



girdreamer.co.uk



Rhubarb, 25 Heath Mill Lane
Birmingham, B9 4AE



Key Responsibilities

- **Video-Led Content Creation:** Lead the creation of dynamic, high-quality video content as the primary format, alongside visually compelling static posts that reflect GirlDreamer's bold, creative identity.
- **On-Camera Presence:** Represent GirlDreamer with authenticity and charisma through regular video-first content.
- **Filming & Editing:** Confidently film and edit high-quality content using creative tools such as CapCut, Canva, Adobe Suite, Photoshop, or equivalent.
- **Design & Branding:** Create visually striking content aligned with GirlDreamer's brand identity using Canva, Photoshop, Illustrator, or similar tools.
- **Copywriting:** Write impactful captions, hooks and call-to-actions in GirlDreamer's tone of voice.
- **Community Engagement:** Respond to DMs, comments, and foster a lively, supportive online community.
- **Analytics & Strategy:** Contribute to platform strategies based on data insights, trends, and community engagement.
- **Event Coverage:** Attend in-person GirlDreamer community events around the UK to capture real-time content, in-person staff engagement, GirlDreamer programmes and other activities.



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Who You Are

- A creative and artistic thinker with a strong eye for design, composition and visual storytelling.
- A natural storyteller and confident presenter, especially on video.
- Highly digitally literate, with a deep understanding of Instagram and TikTok.
- Tech-savvy, comfortable with filming, editing, uploading and managing multiple content formats.
- Experienced with visual tools like Canva, Photoshop, Illustrator or similar.
- Passionate about branding, visual identity and content that makes an impact.
- Familiar with audience behaviours, especially Gen Z and Millennial women of colour.
- Organised, self-driven and able to manage a consistent content calendar.



Requirements

- Must have the right to work in the UK (UK-based).
- Able to work full-time.
- Flexibility to travel for projects and monthly engagements - including community events, in-person gatherings and other engagements.
- Knowledge and access to digital tools, i.e. laptop, phone, camera, and editing/design software.
- Strong understanding of brand storytelling, visual consistency, and engagement trends.

What You'll Get

- £28,500 salary (review after 6 months)
- 28 days annual leave and every last Friday of the month off (paid).
- Remote-first role with creative autonomy.
- Opportunity to shape and lead the digital voice of a values-driven organisation.
- Space to explore your creativity and grow a community through content.
- A mission-led team that values imagination, authenticity and purpose.
- UK & International travel opportunities.
- TOIL (where applicable).
- No micromanaging here - we allow our team to integrate personal well-being activities into their workday as needed.



How to Apply

Please send your CV, along with a short 90-second video (max) introducing yourself and telling us why you'd make a great fit to be the face of GirlDreamer socials. If you have a portfolio or social media profile that reflects your content style, don't forget to include it!

Deadline: 5pm BST, Wednesday 21st May 2025

Email: community@girldreamer.co.uk

All the best!
We can't wait to meet you!



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