



SOCIAL MEDIA VOLUNTEER

Ideal time commitment: Once or twice a week, ideally a minimum of 6 months

Reports to: Communications Manager

Starting date: As soon as possible

Location: Helen Bamber Foundation, London N1.

Deadline: Interviews will be conducted on a rolling basis (**final deadline 30th June**)

ABOUT THE HELEN BAMBER FOUNDATION AND ASYLUM AID

The Helen Bamber Foundation, founded in 2005 by the pioneering human rights advocate Helen Bamber, was created to reflect the evolving global patterns of violence and persecution. Helen Bamber, who entered Bergen-Belsen Concentration Camp in 1945 as part of one of the first rehabilitation teams, recognised that all survivors of extreme violence—regardless of the perpetrator—require safety, legal protection, and medical and emotional support. Today it is a specialist clinical and human rights charity that works with people seeking asylum and refugees who are survivors of trafficking, torture and other forms of extreme human cruelty. The Helen Bamber Foundation's unique Model of Integrated Care (MoIC) provides holistic support encompassing therapy, legal advocacy, medical treatment, and practical assistance, helping survivors rebuild their lives with safety, freedom, and dignity.

In 2020, the Helen Bamber Foundation joined forces with Asylum Aid (established in 1990) to form the Helen Bamber Foundation Group. Asylum Aid specialises in providing legal representation to vulnerable individuals seeking asylum, focusing on the most complex cases including survivors of trafficking, children, and stateless people. Asylum Aid is a leading actor in strategic litigation and advocates for policy and systemic changes to remove barriers to protection and justice. Asylum Aid maximises its impact by providing training and working in partnership with other organisations.

Together, we are innovative, ambitious and compassionate. The bravery and resilience of our clients is an inspiration to all the team at Helen Bamber Foundation Group. We believe that all survivors should have safety, freedom and power to rebuild their lives.

ABOUT THE ROLE

We are looking for a creative and enthusiastic Social Media Volunteer to help strengthen our digital presence and raise awareness of the Helen Bamber Foundation and Asylum Aid's work and the issues we advocate for.

This role will play an important part in shaping our social media presence, particularly on Instagram, helping to develop engaging visual content, Reels, and other short-form video formats. We are seeking someone with a strong eye for design and visual storytelling, an understanding of branding and the importance of consistency, and a passion for human rights, asylum, migration, and trauma-informed practice.

Working closely with the Communications Manager, you will help generate ideas, create and schedule content, contribute to campaigning and marketing, and support the monitoring and evaluation of content performance to help grow our reach and engagement.

MAIN TASKS AND ACTIVITIES

- Support the planning, creation and delivery of engaging social media content across the Helen Bamber Foundation Group's channels, with a particular focus on Instagram.
- Design high-quality graphics, carousels, stories, and other visual assets that align with the Group's brand guidelines and communications objectives.
- Create and edit Reels and other short-form video content to increase audience engagement and communicate key messages in accessible and creative ways.
- Generate content ideas and contribute to the development of campaigns, awareness days, fundraising activities and advocacy initiatives.
- Help develop and refine visual templates, formats and design approaches for Instagram, ensuring strong branding and visual consistency.
- Identify opportunities to repurpose existing content, including reports, research papers, case studies, blogs, media coverage, and impact/annual reports into compelling social media posts.
- Assist with content scheduling and maintaining a social media content calendar to ensure a consistent and timely online presence.
- Monitor social media trends, platform updates, and emerging content formats and suggest new approaches to enhance engagement and reach.
- Help ensure all content is accessible, inclusive, and reflects the Group's values and trauma-informed approach to communications.

- Assist in tracking and reporting on social media performance, including engagement, reach, follower growth, and content effectiveness, and contribute ideas for continuous improvement.
- Work collaboratively with the Communications Manager to support Ambassadors for Change, a group of campaigners at the Helen Bamber Foundation with experience of the asylum system, to use our social media channels, where appropriate, to promote their campaigns.

SKILLS AND EXPERIENCE NEEDED

- Experience creating social media content for personal, academic, voluntary, or professional projects.
- Strong interest in human rights, social justice, refugee rights or the charity sector.
- Ability to work collaboratively and respond constructively to feedback.
- Proficient in using Canva and/or design tools such as Adobe Creative Suite.
- Ability to plan, script, produce, edit reels and short-form video content.
- Good understanding of social media trends, visual branding and tone of voice, as well as the different styles, audiences and content requirements of various social media platforms, with the ability to adapt content accordingly.
- Ability to generate creative content ideas that respond to current affairs, news cycles, awareness days and relevant social media trends.
- Organised, dependable, and proactive in meeting deadlines
- Understanding of, and commitment to, the objectives of the Helen Bamber Foundation and Asylum Aid.
- Demonstrable empathy for our clients, including people seeking asylum, refugees and survivors of torture and trafficking, and sensitivity when working on topics related to human rights, trauma, or lived experience.

Desirable:

- Experience working with charities, non-profits, or campaigning organisations.

WHAT YOU WILL GET OUT OF THE ROLE

- The opportunity to use your creativity to support survivors and advocate for human rights.
- Experience of working within human rights charities with a focus on advocacy-driven communications.

- Support, feedback, and mentorship from experienced staff.
- A chance to contribute directly to meaningful change for people rebuilding their lives and raising awareness.
- A strong understanding of communications and advocacy work of leading human rights charities.
- An appreciation of the processes and systems that people seeking asylum and refugees deal with in the UK.

HOW TO APPLY

- To apply please send us a CV along with a short cover letter (max 300 words) about why you would like to volunteer as social media volunteer with us.
- A link with samples of your work.

We will be conducting interviews for this role on a rolling basis, so please apply early.

Please note, all voluntary roles across the HBFG are subject to a 3-month probationary period.

If you have any questions or wish to have a chat about the role, please contact the Communications Manager, Kenneth Rosario at kennith.rosario@helenbamber.org