

Refugee Week Social Media Manager (Freelance)

Contract period	November 2025 - mid July 2026
Total fee	£200 per day, 32 days total / Project fee £6,400
Time commitment:	1 day per week (flexible - can be spread across the week as half-days or a few hours per day)
Location	Remote (UK Only) / Based at our office in Hoxton, London Open to discussion for the right candidate, some travel may be involved (expenses reimbursed)
Start date	3 November 2025 (with some flexibility)

Deadline for applications is Friday 10 October 23:59

Overview

Refugee Week is seeking a freelance Social Media Manager to lead the development and delivery of our social media presence in the lead-up to and during Refugee Week 2026. Working closely with the Refugee Week team, you will help shape and tell the story of Refugee Week over the year - inspiring people to take part, building our digital profile, and growing our online community.

This role is ideal for someone who is creative, organised, and confident in digital storytelling, with an interest in social change, arts and culture, and refugee rights.

Refugee Week is coordinated by Counterpoints Arts, a leading national organisation in the field of arts, migration, and cultural change. We are based in Hoxton, London, and work both nationally and internationally.

Key responsibilities:

Social Media Strategy & Management

- Develop and implement a clear social media strategy for Refugee Week
- Manage Refugee Week social media channels, including day-to-day posting, reshares, replies, and community engagement
- Generate creative content ideas and oversee year-round storytelling across platforms
- Grow our presence on underused or new channels

- Monitor performance and provide insights on reach, engagement, and growth

Content Creation

- Produce engaging assets (e.g. reels, graphics, promotional materials) for key moments such as the Refugee Week Conference
- Share stories that highlight Refugee Week's impact, history, international presence, and ways to get involved
- Support with copywriting for posts, campaigns, and announcements
- Support with digital commissions e.g. engaging influencers in digital storytelling (Simple Acts countdown etc.)

Comms & Campaigns

- Contribute to Refugee Week's wider communications strategy and campaigns.
- Manage paid ads to increase reach and engagement
- Help build the public profile of Refugee Week through digital storytelling

Evaluation

- Assist in the collation and reporting of evaluation data for Refugee Week 2026, helping to document and share the impact of the festival

Plus other reasonable tasks as required

Person Specification

Essential:

- Proven experience managing social media channels for an organisation, campaign, or project
- Strong understanding of digital engagement and content creation
- Highly organised individual with a collaborative and flexible working style
- Strong initiative, ability to work independently and motivated self-starter
- An active interest in refugee rights or arts, culture and social change and commitment to the vision and values of Refugee Week
- Digital proficiency and willingness to use collaborative team tools such as Slack, Google Drive, Calendars, etc.
- Availability during Refugee Week 15 - 21st June, 2026

Desirable:

- Experience in public-facing communications and/or engaging with media
- Design skills (e.g. Canva, Adobe, or similar)
- Experience working in refugee advocacy, with displaced communities, or in arts/culture/social change (paid or voluntary)
- Lived experience of displacement or migration

Please note that applicants must have a current legal right to work in the UK (this job does not qualify for the UK Skilled Worker Visa).

How To Apply

Please send your CV, your portfolio of work if available and a short cover letter (no more than one side of an A4) explaining why you are interested in applying to refugeeweek@counterpoints.org.uk by Friday 10 October 23:59.

Please let us know if you need any information about this role in a different format or if you have any specific access requirements. Requests will not affect the decision making process itself.

Please direct any questions about the role to Lara Deffense via refugeeweek@counterpoints.org.uk.

Interviews: Thursday 23rd October

Start Date: on or around 3 November 2025