

Social Media Officer (Volunteer)

Role description

Organisation: The Muslim Lived Experience Network CIC
Role Type: Volunteer
Location: Hybrid (London-based/remote working)
Time Commitment: 3 hours per week (minimum), permanent
Reports to: Co-Directors
Start Date: Immediate

About Us

The Muslim Lived Experience Network (mlxn.org.uk) is a lived experience-led organisation committed to supporting individuals experiencing mental health challenges. We offer faith-informed peer support interventions, lived experience-related workshops and events, Islamic talks on mental health related topics, hospital 'Muslim Faith Kits', training, consultation, ad hoc support and signposting.

Our team is made up of dedicated volunteers united by a shared mission to attain the pleasure of Allah (SWT). We strive to achieve this by bringing peer support and lived experience perspectives to our communities - to educate, reduce stigma and improve the quality of life for people living with mental health conditions.

Role Purpose

We are seeking a creative and organised **Volunteer Social Media Officer** to support the delivery of MLXN's social media presence. This role focuses on content creation, scheduling, and day-to-day platform management, helping to increase engagement and awareness while ensuring content remains faith-sensitive, ethical, and lived experience-led.

You will work under the guidance of the Co-Directors and collaborate with the wider team to deliver consistent, high-quality content across platforms.

All volunteers act as Ambassadors for MLXN and commit to positively promoting the network, its mission, and its work wherever appropriate.

Key Responsibilities

1. Content Creation & Scheduling

- Create, schedule, and publish engaging content across platforms (e.g., Instagram, TikTok) in line with our Social Media Strategy
- Support the delivery of the social media content plan and campaigns
- Use brand guidelines to ensure consistency in tone, messaging, and visual identity

2. Content Quality & Engagement

- Ensure content is accurate, sensitive, and aligned with MLXN's mission and values



- Incorporate lived experience perspectives in a safe and ethical way
 - Monitor engagement (comments, messages) and respond or escalate where appropriate
- 3. Platform Management**
- Support day-to-day management of social media accounts
 - Monitor platforms for spam or inappropriate content and take appropriate action
 - Maintain organised content files and drafts
- 4. Research, Insight & Improvement**
- Research and stay up to date with social media trends, platform changes, and best practice
 - Monitor engagement and performance, identifying what works and what can be improved
 - Use insights to refine strategy and content approach over time
- 5. Collaboration & Campaign Support**
- Work with the Social Media Manager and wider team to support campaigns (events, fundraising, awareness)
 - Contribute ideas for content and campaigns aligned with organisational priorities
- 6. Safeguarding & Boundaries**
- Monitor social media platforms (Instagram, TikTok) for spam/offensive comments
 - Ensure content and interactions adhere to safeguarding, confidentiality, and ethical guidelines
 - Promote healthy boundaries in online engagement, particularly around mental health content
- 7. Personal, Professional & Spiritual Development**
- Attend mandatory meetings, training and supervision
- 8. Ad hoc**
- Support Directors and team with ad hoc tasks where required

Person Specification

- A demonstrable understanding of social media platforms (e.g. Instagram, TikTok), with the skills and knowledge to create, schedule, and manage engaging content in line with a defined strategy.
- Ability to apply relevant experience, knowledge, and skills to effectively deliver the tasks outlined in the role description, including content creation, platform management, and audience engagement.
- Strong organisational skills, attention to detail, and the ability to work independently within a remote or hybrid team.
- Good written communication skills, with the ability to produce clear, engaging, and appropriate content for diverse audiences.
- An understanding of mental health from a lived experience perspective, with the ability to approach content in a sensitive, ethical, and safeguarding-aware manner.
- Ability to work collaboratively, take direction, and contribute ideas within a team environment.

- Willingness to learn, adapt, and engage in ongoing personal and professional development.
- Preference will be given to candidates with relevant lived experience.
- Demonstrates an understanding of, and commitment to, adhering to and respecting Islamic values.

Expression of Interest

Please email team@mlxn.org.uk with a summary of why you're interested in this role and how you meet the above person specification.