

## Job Description

# Social Media Creator

Part-Time

## About Positive Signs

Positive Signs is a Deaf-led organisation dedicated to breaking down communication barriers and promoting true Deaf inclusion.

Through our core brands — **Deaf Inclusion**, **ClickBSL**, **DeafWork**, and **BSL Guru** — we deliver interpreting, training, translation, and employment services that empower Deaf people and support employers to become genuinely accessible.

We are expanding our Creative Team to strengthen our online presence and share our story through engaging, accessible, and visually powerful content.

## Job Title

Social Media Creator

## Hours of Work

Part-time - 21 hours a week (flexible working available)

## Location

Hybrid - Upminster Hub, Roxwell Media & Remote

## Reports to

Strategic Director

## Description

### Purpose

The Social Media Creator will lead the day-to-day creation and management of content across Positive Signs' brands. You will plan, film, edit, caption, and publish short-form videos and posts that engage Deaf and hearing audiences, drive awareness of our services, and showcase real stories of Deaf inclusion in action.

This is a creative, hands-on role for someone confident with both cameras and content planning — ideal for a creator who loves telling meaningful stories and making a difference.

### Key Responsibilities

- Plan, film, and edit short-form video content for Instagram, LinkedIn, Facebook, X, YouTube, and TikTok.
- Capture behind-the-scenes content, testimonials, and campaign videos featuring our presenters.
- Create social content that meets accessibility standards — captioned, translated, and Deaf-led.
- Schedule and post content.
- Maintain an active posting schedule and consistent brand style across all channels.
- Write engaging, accessible captions and call-to-actions for every post.
- Edit and repurpose existing media for multiple platforms.
- Coordinate with the Creative Lead to ensure accuracy and brand tone.
- Engage with audiences through comments, DMs, and story replies.
- Produce monthly analytics reports to track growth, engagement, and reach.

## Person Specification

### Skills and Experience

#### Essential:

- Proven experience creating and editing video content for social media.
- Proficiency in tools like CapCut, Adobe Premiere Pro/rush, or Canva Video.
- Strong understanding of social media algorithms and trends.
- Excellent written English and understanding of accessibility in digital content.
- Highly organised with good attention to detail.
- Passionate about Deaf inclusion, accessibility, and equality.

#### Desirable:

- Knowledge of British Sign Language (BSL) or Deaf culture.
- Experience filming Deaf or bilingual (BSL/voice) content.
- Understanding of captioning, subtitles, and inclusive media standards.
- Experience in community, charity, or education-based social media.

### What You'll Gain

- The opportunity to shape the online presence of a Deaf-led organisation.
- Direct collaboration with Deaf presenters, interpreters, and inclusion specialists.
- Creative freedom to experiment and bring new ideas to life.
- Hybrid working flexibility and access to filming equipment at the Positive Signs Hub.
- Mentorship from the Strategic Director to develop your creative career.

## Salary

£25,000 pro rata - Dependent on experience

## To Apply

Please complete our application form - click [here](#).

## Positive Signs Ethos

At Positive Signs, we are committed to creating a more inclusive world. As a Deaf-led organisation, our core mission is to enable others to improve their equal opportunities practices, with a focus on Deaf inclusion and accessibility.

We proudly apply the same values within our own organisation, fostering a supportive and equitable working environment. Positive Signs is an equal opportunities employer and a Disability Confident organisation. We actively encourage applications from individuals who share our passion for inclusion and who bring diverse experiences to our team.

## Declaration of Interests

All employees of Positive Signs Ltd are required to declare any existing or potential conflicts of interest. This includes any controlling or significant financial interest in an external business, such as another interpreting provider, supplier, or related service, which could impact or be perceived to impact your role at Positive Signs.

Any such interests must be disclosed to the Director at the start of employment or as soon as they arise during the course of employment. This ensures transparency and upholds the integrity of Positive Signs' services and relationships.