



# Mission Aviation Fellowship UK Social Media Manager

Candidate Pack  
April 2026



**charisma**  
CHARITY RECRUITMENT

**MAF**  
*Flying for Life*

# 1

## About Us

### About Mission Aviation Fellowship UK

**We believe every community,  
however remote,  
should have the essentials for life**

Mission Aviation Fellowship is the world's largest humanitarian air operator, flying medical supplies, doctors, and nurses to places no one else can reach and ensuring critical care gets to where it's needed most. Your donation means that together, we can bring help, hope and healing to isolated people in need.



# 2

## Job description



### Job description

**Role title** Social Media Manager

**Salary** £41,369.47

**Location** Hybrid, Folkestone & Cranfield, (minimum 2 days per week on site).

**Working hours** Full time: 36 hours per week with 1 hour for lunch (unpaid).

The office is open from 9.00am to 5.30pm (and 9.00am to 4.00pm on Fridays). Working hours can be agreed in line with our flexible working policy.

From time to time, some flexibility is needed to work extra hours or travel, including occasional weekend meetings, to support business needs.

**Benefits**

- 22 days annual leave + 8 bank holidays
- Non-contributory pension scheme (10% employer contribution)
- Training and development (A budget for training is provided for every staff member)
- Supportive, faith-centred team environment with daily prayer and devotional times.

**Accountable to** Digital Programme Manager

# 2

## Job description



### Role details

#### Job summary and purpose

As MAF celebrates its 80th year of service, we are entering an exciting new chapter marked by bold ambition and purposeful growth. With a renewed vision to reach more isolated communities than ever before, we are embracing the significant opportunities to meet this challenge. A key part of this journey is integration—bringing together our people, systems, and operations in more unified and collaborative ways. This involves streamlining processes, enhancing cross-functional teamwork, and aligning our global efforts to ensure we are more agile, efficient, and impactful in our mission.

This role leads MAF UK's social media strategy and execution so that our mission and purpose are not only seen but truly felt by the audiences we serve. You will shape a coherent, insight-led presence across organic and paid platforms, connecting people with our stories and impact through authentic, values aligned content that strengthens trust and relevance.

Operating at the heart of an integrated, cross-functional model, you will partner closely with other departments sharing content creation requirements to deliver social content, campaigns and conversations that inspire action, extend reach and grow Donor Income – one-off, regular and monthly.

#### Key responsibilities

##### Social media strategy

- Own the multi-channel social strategy with clear objectives across awareness, engagement, supporter acquisition and Donor Income – one-off, regular and monthly.
- Translate organizational priorities into platform-specific plans and editorial calendars, ensuring our brand voice is consistent, compassionate and culturally relevant.
- Champion a video-first, mobile-native approach; embed test-and-learn and rapid iteration to keep pace with culture and algorithm changes.
- Establish governance for community standards, safeguarding, crisis/reputation management and escalation in partnership with Communications and Safeguarding leads.

# 2

## Job description



### **Ambassador and influence programme development**

- Design and lead an ambassador/influencer strategy that aligns to mission, values and audience priorities; identify, vet and cultivate authentic partners who extend reach and credibility.
- Develop briefs, contracts and measurement frameworks; ensure transparent, ethical collaborations and clear calls-to-action that support engagement and Donor Income – one-off, regular and monthly.
- Coordinate content co-creation, creator toolkits and storytelling that foregrounds lived experience, inclusion and impact.

### **External partner and agency management**

- Select, brief and manage specialist agencies, creators and freelancers (e.g., paid social, production, social listening), holding them to KPIs, budgets and brand standards.
- Negotiate scopes, oversee delivery and facilitate smooth cross-team collaboration so that insight, creative and community management operate as one system.

### **Organic and paid social delivery**

- Plan, produce and schedule content across core platforms (e.g., Facebook, Instagram, LinkedIn, X, TikTok, YouTube/Shorts), optimized to audience behaviours and platform conventions.
- Oversee paid social campaigns end-to-end (planning, audience, targeting, creative, budgeting, optimization) in collaboration with Fundraising and Marketing Depts
- Ensure consistent tagging/UTMs, event and conversion tracking (e.g., GA4/Meta/LinkedIn/TikTok) and compliant data flows to CRM to support downstream journeys.

### **Performance monitoring and reporting**

- Define and maintain a KPI framework from reach and engagement to conversion and Donor Income – one-off, regular and monthly; agree targets and definitions with stakeholders.
- Build recurring dashboards and campaign wrap-ups that translate insights into clear actions for creative, media and journey design.
- Run structured experiments (creative/message/format/timing), document learning and scale what works.

### **Community management and governance**

- Lead day-to-day community management with timely, compassionate responses and effective triage across teams; uphold safeguarding and moderation standards.
- Monitor social listening, trends and competitor activity; identify opportunities to join relevant conversations with empathy and authority.

# 2

## Job description



### Collaboration and leadership

- Work in a matrix with other internal departments and Data/Insights to ensure integrated planning and delivery.
- Line-manage specialists and/or freelancers; develop skills across content, community and performance optimization.
- Champion inclusive storytelling, accessibility and value-led communication that reflects our ethos.

Any other responsibilities as requested by your line manager.

This job description reflects the current requirements of the role. As duties and responsibilities change and develop, this will be reviewed and will be subject to amendment in consultation with the post-holder.

### Dimension and limits of authority

- Decision making within agreed parameters for social strategy, content approvals, paid budgets and partner/agency delivery.
- Responsible for compliance with legislation and policy (e.g., data protection, safeguarding, advertising standards, platform policies).
- Day-to-day management of staff/freelancers and stewardship of vendor relationships.

### Tasks common to all staff

- Role modelling of organizational values and beliefs - to contribute to the shared spiritual life of the MAF UK team as a unique Christian charity. This will include attendance and participation in corporate times of biblical reflection and corporate prayer.
- To participate in appropriate matrix programme and project teams, contributing skills and expertise to required timescales from the appropriate programme leader.
- To keep line manager informed of all relevant and timely information.
- At all times comply with statutory requirements for handling personal and sensitive data in a confidential manner.
- To abide by MAF UK's Safeguarding and Conduct Policies, and all other organizational policies provided on the Intranet.

# 2

## Job description



### Christian values, beliefs and ethos of MAF UK

As an evangelical Christian mission, MAF UK is seeking those who share in the values and beliefs of the organisation, as described in the mission, purpose, values and beliefs statements. All staff will be required to support and actively demonstrate the Christian values of the organisation and to take part in organisation activities such as staff meetings, prayer meetings, and away days.



# 3

## Person specification



### Person specification

#### Education/qualification

##### Essential

- Degree plus 3 years' experience in a similar role

#### Experience

##### Essential

- Demonstrable experience designing and implementing a social media strategy that demonstrates cost returns in line with industry standards.
- Proven leadership of organic and paid social media in a mission driven or charity context.
- Commercial contract management experience and acumen.
- Experience project managing the relationships with external supply agencies.
- Hands-on experience building and executing influencer/ambassador programmes, including contracting, briefing and performance measurement.
- Expertise in understanding and maximising analytics specific to social media channels and ads managers, social management tools, and analytics (e.g., GA4, Meta/LinkedIn/TikTok analytics).
- Track record of translating insight into channel growth, supporter acquisition and measurable Donor Income – one off, regular and monthly.
- Experience working within an agile framework, familiar operating with scrum and sprint methodologies.

##### Desirable

- Experience integrating social with CRM journeys, email and web; familiarity with attribution and experimentation methods.
- Familiarity with project and collaboration tools (e.g., monday.com) and data visualisation for reporting.
- Experience within aviation, international development or Christian mission contexts

#### Skills/abilities

##### Essential

- Strong copy, storytelling and editorial judgement with a video first mindset and high standards for brand, safeguarding and accessibility.
- Confident collaborator across teams and with agencies; able to manage budgets, prioritise ruthlessly and deliver at pace.

# 3

## Person specification



- Confident in commercial and contract management with external parties.
- The ability to negotiate supply services.
- The ability to adapt strategies to changing algorithm landscapes in real time.

### **Desirable**

- Skilled in basic design/video editing and comfortable directing creators and producers.

### **Personal attributes**

#### **Essential**

- Committed and mature evangelical Christian, able to demonstrate understanding and acceptance of the Statement of Faith and willing to proactively take part in MAF events and meetings e.g. prayer meetings, away days. Able to describe these beliefs and values to others to represent MAF as a Christian mission organization
- Alignment with our Christian mission, vision and values; respectful and collaborative in a diverse team context.

#### **Desirable**

- Creative, strategic, collaborative and results driven, with curiosity for culture and platform shifts.

# 4

## How to apply



Mission Aviation Fellowship UK is partnering with Charisma Charity Recruitment.

Applications should be submitted through the [Charisma website](#), and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role and describing any potential conflicts of interest.

For an informal and confidential discussion about the role, please contact Nick Thomas, Senior Consultant of Charisma Charity Recruitment on 01962 813300 or email [info@charismarecruitment.co.uk](mailto:info@charismarecruitment.co.uk)

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion\*, sexual orientation, age, veteran status or other category protected by law.

\*In accordance with the equality act 2010 it is a genuine occupational requirement that the post holder is a practicing Christian.

**Closing date: Applications are being reviewed on receipt and interviews will be conducted on a rolling basis. When a suitable candidate is found the role will close, so please apply without delay to avoid disappointment.**



**charisma**  
CHARITY RECRUITMENT