



Social Media and Communications Lead

Happy Healthy You Bradford and Beyond

Happy Healthy You is a Community Interest Company (CIC) working across Bradford to support people to improve their health and wellbeing through community-based activities, including physical activity, wellbeing workshops, emotional and mental health support, and outdoor and nature-based opportunities.

We work with people most affected by barriers to accessing mainstream services, meeting them where they are in their communities. We build trust, listen, and adapt what we offer so it fits people's lives, cultures and needs. As a result, people feel healthier, more confident and more connected.

We use what we learn from lived experience to improve how health and wellbeing services work, helping them become more accessible, relevant and effective for the communities they serve.

Our work is rooted in trusted, everyday community settings, including community centres, parks, faith spaces and local venues. We create safe, welcoming environments where people feel seen, heard and able to take meaningful steps towards better health and quality of life. A core part of our approach is being culturally aware, respectful and sensitive. We build relationships through consistency, understanding and trust, ensuring people's experiences and stories are handled with care and responsibility.

We work across diverse communities and recognise the importance of taking time to listen, understand different experiences, and respond in ways that are culturally grounded and this underpins everything we do.

Anyone working with us must share this ethos and approach. Whether supporting sessions, capturing content or engaging with participants, it must be done in a way that feels safe, respectful and appropriate.

Our work and team has grown significantly in recent years. We are now focused on strengthening how we communicate our key messaging and impact, building our presence locally and nationally, and ensuring the depth and value of our work is clearly communicated and understood.

Role Summary

This is not a routine communications role.

We are looking for someone who can take ownership of Happy Healthy You's communications and bring it to life, someone who has vision, is creative, organised, proactive and highly reliable.

This role sits at both a strategic and operational level. You will help shape how we present ourselves, improve how we communicate our impact, and identify practical ways to grow our visibility... while also being hands on with day-to-day content, posts and updates.

A key part of this role is leading on the annual impact report, ensuring that stories, data and content are gathered consistently across the year, working closely with staff to capture the full picture of our work, and driving the process through to completion.

You will support and guide others contributing to communications, helping maintain quality, consistency, and strong standards across all content.

As part of a small, growing organisation, this role also requires flexibility and a willingness to support the wider team where needed.

We are looking for someone with strong attention to detail who takes initiative, can be relied upon to deliver to a high standard, and takes responsibility for leading the organisation's communications function without needing direction.

This is an exciting opportunity for the right candidate. HHU is at a stage where we are transforming and strengthening how we communicate our impact and value to a wider audience, and we are looking for someone who can take ownership of this and help shape how we are seen and understood. There is scope to grow the role as the organisation continues to develop.

Key Responsibilities (Summary)

- 1. Lead HHU's communications function**
Own and deliver HHU's communications approach, ensuring clear, consistent and high-quality messaging across all channels.
- 2. Develop and maintain HHU's brand and voice**
Ensure a consistent visual identity, branding, tone and messaging that reflects HHU's values and communities.
- 3. Lead digital presence and content delivery**
Manage and grow HHU's social media and online platforms, ensuring regular, engaging and community-centred content.

- 4. Lead the Annual Impact Report and impact storytelling**
Take responsibility for the planning, content gathering and delivery of the Annual Impact Report, ensuring impact is captured consistently throughout the year.
- 5. Oversee content creation and storytelling**
Ensure high-quality, ethical and meaningful capture of stories, case studies, photos and video that reflect HHU's work.
- 6. Manage website and digital content**
Maintain accurate and up-to-date website content that reflects current activity and priorities, and lead on the team's use of AI tools to support communications.
- 7. Support and coordinate communications across the team, and externally**
Work with staff, partners and contributors to support their engagement, gather content, maintain quality, and ensure consistency across all communications.
- 8. Partnership Collaboration**
Work with partners when required on joint communication requirements.

Key Areas of Responsibility

1. Strategic Communications and Impact Reporting

- Lead the development of HHU's communications identity and approach
- Lead the planning, coordination and delivery of the Annual Impact Report
- Support the CEO and senior managers with communications input for reports and key outputs
- Proactively gather content, stories, quotes and updates from staff across programmes
- Ensure impact is captured consistently throughout the year, not just at reporting stage
- Work with the team to develop clear, concise and meaningful case studies
- Ensure all communications are clear, accurate, well structured and of a consistently high standard

2. Content Creation and Storytelling

- Support the development and implementation of HHU's branding identity, and enable the wider team to use it consistently
- Visit HHU sessions and activities, where appropriate, to gather photos, videos and stories
- Capture short video content that reflects programmes and community impact
- Collect quotes and participant experiences, with appropriate consent
- Produce clear, meaningful case studies that reflect the communities we support
- Ensure all content and stories are handled sensitively, respectfully and ethically

3. Website Management

- Keep programme information, schedules and public content up to date on the website
- Ensure the website is reviewed and updated regularly
- Upload stories, photos and updates from across the team
- Work with staff contributing to posters and content uploads
- Take ownership of website content where required

4. Digital Materials and Visuals

- Create simple graphics, banners and digital content using Canva or similar tools
- Support the development and promotion of HHU activity timetables
- Work with team members to develop fliers and resources
- Ensure consistency across all visuals and messaging

5. Communications Planning and Improvement

- Plan weekly and monthly content themes to keep communications organised and purposeful
- Identify practical, realistic ways to improve HHU's visibility and reach
- Use engagement insights to inform and improve communications

6. Team Support and Oversight

- Provide guidance and oversight to a communications team member, including reviewing content and ensuring quality and consistency
- Manage and support staff or students contributing to communications
- Ensure all content reflects HHU's tone, values and community approach
- Work closely with staff delivering sessions to gather content and updates
- Support continuity and consistency of communications as the organisation grows

7. Wider Team Support and Flexibility

- Work as part of a small, close-knit team where collaboration is essential
- Be flexible in supporting wider organisational needs where required
- Occasionally support operational tasks to ensure the smooth running of HHU programmes
- Contribute to a positive, collaborative team environment

8. Safeguarding, Confidentiality and Data Protection

Follow HHU safeguarding policies and procedures

- Use images, videos and stories only with appropriate consent
- Maintain confidentiality and handle sensitive information appropriately
- Comply with GDPR and online safety requirements

Person Specification

Essential

- Ability to take initiative and lead the communications function
- Experience creating and managing social media content
- Ability to produce clear, engaging posts and short video content
- Strong written English with excellent grammar and attention to detail
- Confident using Canva or similar design tools
- Ability to update and manage website content
- Ability to communicate effectively at both operational and strategic levels
- Organised, with the ability to work independently
- Professional, community-minded and able to build positive relationships
- Ability to coordinate with staff and gather content across a team
- Experience supporting or guiding others

Desirable

- Experience using LinkedIn to support organisational visibility
- Basic video editing skills
- Experience in community, wellbeing or health settings
- Understanding of Bradford's diverse communities
- Previous management or team coordination experience
- Ability to speak Urdu or Punjabi

Pay and Structure

- £16.50 per hour – initial duration of 1 year and may be extended for an additional year
- 21 hours per week (sessional)
- Additional project hours may be available when needed

Equal Opportunities Employer

Happy Healthy You Bradford and Beyond is committed to creating an inclusive and welcoming environment for all.

We actively encourage applications from people of all backgrounds, particularly those from communities we work closely with, including ethnically diverse communities, people with lived experience of health inequalities, and those who may face barriers to accessing opportunities.

We believe our strength comes from our diversity, and we are committed to treating all applicants fairly and with respect throughout the recruitment process.

Additional Information

For more information about Happy Healthy You, please visit:

Facebook: <https://www.facebook.com/happyhealthyyoubradford>

Website: www.happyhealthyyou.org.uk

How to Apply

Please apply by email, including the following:

1. A CV outlining your relevant experience, past roles and qualifications.
2. A supporting statement (no longer than 2 X A4 pages) explaining:
 - i. Why you are interested in Happy Healthy You, and this role
 - ii. How your experience meets the role requirements and relevant essential and desirable criteria
 - iii. Examples of communications work you have led or delivered
 - iv. Examples of your work, such as social media content, campaigns, reports, or other relevant materials (including links to your work is also acceptable)

Note - When completing supporting statement, please structure your examples using the CAR method (Context, Action, Result). Clearly outline the situation/context, the actions you took, and the outcomes or results achieved. Using this method in your examples will mean we get the best understanding of your skills and approaches.

Please send your application to: Info@happyhealthyyou.org.uk

Subject line: Social Media and Communications Lead – Application

Closing date: 31st May 2026, 5pm.