



The Workstation, 15 Paternoster Row, Sheffield, S1 2BX.

Job Description

Digital Marketing & Communications Freelance Consultant

About the role

Hope for the Future is a UK-based charity which works to support constituents to secure greater and more ambitious action from national and local government - across all levels - by having effective conversations with their politicians.

Hope for the Future is seeking an ambitious and skilled Digital Communication Freelancer to lead our efforts in delivering clear, on brand communications across digital channels and engaging diverse communities in climate and nature advocacy.

Reporting directly to the Director of Fundraising & Marketing, you will be a key member of the Fundraising and Marketing team, providing comprehensive digital communications support across a range of Hope for the Future activities, projects and campaigns.

This is an exciting opportunity to use your creative flair, copywriting and communication skills to help empower marginalised communities to influence climate and nature policies, ensuring their voices are central to decision-making that affects their lives, environment, and futures.

Terms and conditions

Hours: Freelance Consultant (ideally 8 hrs per week)

Pay: £180 - £200 daily rate

Accountable to: The Director of Fundraising & Marketing

Role and responsibilities

Working closely with the Director of Fundraising & Marketing and the wider Hope for the Future team you will be expected to oversee key digital marketing and communications activities and support in delivering strategic goal 5 to 'Communicate our work more effectively' experimenting with different communication strategies to increase public awareness and engagement, helping more people understand the importance of our work and why it matters.

The Digital Marketing & Communications Freelancer will have specific responsibility for:

1. Leading on **growing and developing the charity's digital communications channels** including social media and email marketing, content creation, analysis, reporting and helping the charity reach its annual OKRs and KPIs.
2. Taking ownership of designing, writing and **creating compelling bi-monthly e-newsletters (using Ecosend)** to communicate our monthly programme of events and impact throughout the year to our engaged supporter base.
3. To **plan, create and schedule social media content** using Hootsuite for Hope for the Future organic social media channels including Facebook, Instagram, LinkedIn and X.
4. Support the wider team with strong copywriting skills and **help create and prepare engaging written and video case studies**, write social media copy, create externally facing materials and website copy.
5. To use **CANVA to create compelling content** for social media and email e-newsletters inline with the charity's brand guidelines and tone of voice ensuring that new assets are compatible with each digital platform.
6. To work with the Director of Fundraising & Marketing to **update digital communication tasks in TRELLO**, create and update communication plans, and attend weekly meetings/catch-ups as needed.
7. To **monitor, track and report on digital channels**, their success and performance, making recommendations for improving our communications and keep up to date with latest trends and sector

HFTF operates an equal opportunity policy and commits to treating all of our candidates and jobseekers fairly. We welcome and encourage applications from everyone and celebrate age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief. For more details on our policies including data protection and how we store and use your data, please visit the policies page of our website.

Person Specification

Essential Skills and Experience
Proven experience in delivering successful digital communication campaigns with a track history of raising engagement through owned digital communication channels.
Experience with developing and delivering digital content to key target audiences and engaging them in the organisation's vision and mission.
Strong project management and coordination skills with the ability to multi-task, problem solve and deliver tasks accurately and on time.

Excellent written and verbal communication skills and an understanding of what makes good copywriting
Passion for climate action and democratic engagement, with an understanding of climate and nature policy
Desirable Skills and Experience
Paid advertising knowledge and skills including Meta Business suite, Google ads and Google Analytics
Experience with website CMS and SEO
An understanding of climate change / environmental issues
Experience with video content gathering and editing software to create engaging videos for social media and the website
Values/ behaviours
Committed to equity, diversity, and inclusion, ensuring accessible and engaging fundraising and marketing strategies
Collaborative and adaptable, able to work flexibly and lead through change
Results-driven and proactive, with a problem-solving mindset and resilience in the face of challenges

To Apply

To apply, please send your CV and a cover letter (no more than one page) outlining why you are the ideal candidate for this role.

Applications should be sent as PDFs to applications@hftf.org.uk with the subject line: “*Application for Freelance Comms Role*”

There is no set closing date for this role – we are reviewing applications as they come in and will be contacting suitable candidates as we receive them. As this role has an immediate start, we encourage you to apply straight away.