



2wish

# Vacancy Information Pack

**Post No: 2WFTSMO**  
**Job Title: Social Media Officer**

Support for those affected by sudden death in young people

# Welcome from Rhian Mannings MBE, Founder and CEO



It is my pleasure to extend a very warm welcome to you as you consider joining our organisation.

2wish was founded on the belief that no-one who loses a child or young person suddenly or unexpectedly does so without the offer of support to help them through the darkest days.

Since 2012, 2wish has received over 1600 referrals for children and young people who have sadly died much too soon. We have supported over 6,000 individuals and offer support in the immediate aftermath and longer term so that our families know we are always there, in the days, months and years to come.

We are an organisation with family and community at the heart of everything we do. Our families, volunteers, ambassadors, supporters and staff all make a difference and we all share one common belief; that no family should be left without the offer of support.

## **Would you like to join us and make a difference?**

If you feel passionate about supporting those suddenly bereaved and have the skills we're looking for, we'd love to hear from you.

Thank you for your interest in this role.

Very best wishes

A handwritten signature in black ink that reads "Rhian Mannings". The signature is fluid and cursive, with a large, looping 'M'.

**Rhian Mannings MBE**  
**Chief Executive Officer and Founder**

If this vacancy is not for you, why not join us as a volunteer? Find out about current opportunities and how to get involved by visiting [www.2wish.org.uk/get-involved/](http://www.2wish.org.uk/get-involved/)

# Role Description:

**Job title:** Social Media Officer

**Reports to:** Head of Marketing & Communications

**Salary:** £27,427.50

**Location:** Hybrid (3 a week days in our office in Llantrisant)

**Hours:** 37.5 hours per week, Monday to Friday.

**Post No:** 2WFTSMO

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## Background of 2wish:

In 2012, Rhian Burke lost her son George suddenly in an emergency unit in South Wales. Despite the amazing staff, who showed support and empathy at the time of death, the family walked out into the dark of the night with nothing, heard from nobody and were left alone to deal with the shock and trauma. Five days after her son passed away, her husband Paul died by suicide, inconsolable and consumed in grief. Still nobody came. 2wish (formally 2 Wish Upon A Star) and the following support services were established as a result of this tragedy and are today implemented in partnership with every health board, hospital, police force, coroner's office and mental health team across Wales.



## Objective:

2wish exists to provide support to anyone affected by the sudden and unexpected death of a child or young person aged 25 and under.

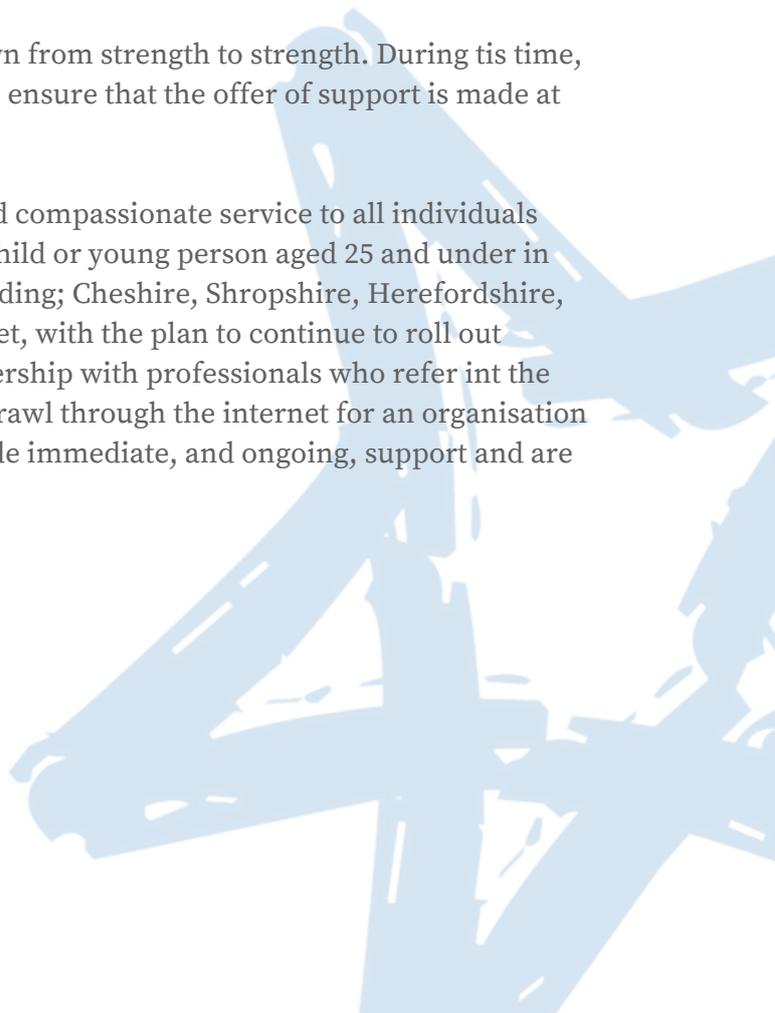
## Aims:

- Ensure every Emergency Department and Critical Care unit has a suitable bereavement suite
- Ensure that bereavement boxes are available at each of these hospitals
- Ensure that immediate bereavement support is available for all affected by the sudden death of a child or young person
- Provide a professional counselling service and other therapies for those affected by the sudden death of a child or young person
- Provide support to individuals who witness the sudden death of a child or young person
- Provide support and training to professionals from any sector who may be affected by the sudden death of a child or young person
- To advocate and campaign on behalf of suddenly bereaved families

## 2wish Cymru and 2wish:

2wish has been established since 2012 and has grown from strength to strength. During tis time, we have worked tirelessly to embed our service and ensure that the offer of support is made at the point of death.

We offer an immediate, consistent, high-quality and compassionate service to all individuals affected by the sudden and unexpected death of a child or young person aged 25 and under in Wales and the bordering counties in England, including; Cheshire, Shropshire, Herefordshire, Worcestershire, Gloucestershire, Avon and Somerset, with the plan to continue to roll out support to the whole of England. We work in partnership with professionals who refer int the charity on behalf of families, so they don't have to trawl through the internet for an organisation who may, or may not, be able to support. We provide immediate, and ongoing, support and are here for as long as our families need us.



## Context of role: ☆

The Social Media Officer will support the development, scheduling, and delivery of content across all 2wish social channels. You'll help us tell real stories with dignity and sensitivity, build stronger online communities, support fundraising campaigns, and ensure our digital presence remains engaging, accessible, and aligned to our mission.

This role is ideal for someone creative, organised, and passionate about using digital communication to make a meaningful difference.

## Main duties:

### ☆ Content Creation & Publishing

- Support the planning, creation, and publishing of content across platforms including Facebook, Instagram, TikTok, LinkedIn, and YouTube Shorts.
- Create engaging written, visual, and short form video content that reflects the 2wish brand, tone, and values.
- Work with colleagues from around support and fundraising teams to develop informative communications about or services and fundraising.
- Assist in wider content creation e.g. articles & marketing materials.

### ☆ Community Management

- Monitor comments, inboxes, tags, and online mentions, responding with empathy, accuracy, and warmth.
- Support frontline teams by escalating sensitive messages, signposting support, and ensuring compassionate communication.
- Monitor audience sentiment and conversations to help shape future content decisions.

### ☆ Analytics & Insights

- Track performance across channels and prepare simple monthly insight reports.
- Monitor competitor activity and wider charity sector best practice.
- Provide recommendations based on audience behaviour, emerging trends, and platform updates.

## General:

- To be responsible for organising own work agenda, time management and administration
- To show respect and sensitivity for the cultural and religious beliefs of families
- To undertake learning opportunities and seek them out for the team
- To adhere to all company policies and procedures including Safeguarding, Confidentiality, Health and Safety and Lone Working; and to be proactive in implementing new safe working practices as appropriate
- To attend weekend and evening community events in support of the charity as necessary
- Participate as and when required in team meetings and one-to-one meetings, and undertake, as appropriate, courses/training/other developmental activities, which is relevant to the role

It is the nature of the work that tasks and responsibilities are in many circumstances unpredictable and varied. All employees are therefore expected to work in a flexible way and tasks, which are not specifically covered in their job description may have to be undertaken.

You will be subject to performance review, which will incorporate a review of the above duties and performance over the period.

The postholder must uphold 2wish values: **Compassion, Boldness, Excellence and Community.**

**This role is subject to a DBS check.**



# Person specification: ☆

Criteria	Essential	Desirable
<b>Skills &amp; Experience</b>		
A strong understanding of social media platforms and how audiences behave across them.	☆	
Experience creating content (written, visual, and video)	☆	
Empathy, emotional intelligence, and sensitivity when working with bereavement related stories.	☆	
Strong organisational skills, with the ability to manage scheduling and multiple tasks at pace	☆	
Awareness of digital trends and appetite for continuous learning	☆	
<b>Qualifications / Other Abilities</b>		
Experience working in a charity or community based organisation.		☆
Familiarity with Adobe creative suite, or other video & image editing apps		☆
Knowledge of paid social advertising basics		☆
Experience using analytics dashboards or scheduling tools		☆
<b>Personal qualities</b>		
Formal qualification in marketing or media related field		☆
Ability to perform as a confident autonomous practitioner	☆	
Excellent written & verbal communication skills	☆	
Confident in public speaking and presentations	☆	
<b>Personal qualities</b>		
Car driver with willingness and ability to drive in residing county, surrounding areas and Head Office in South Wales	☆	
Act with integrity and respect when working with all bereaved families, agencies and individuals	☆	
Ability to work flexibly and attend evening or weekend events and stay away overnight regularly	☆	
Computer literate in Outlook, Teams, Word, Excel and PowerPoint	☆	

# A Family Story by Ady Smith - Ella's Dad

The 13th of June 2021 was a wonderfully sunny day. Little did we know that, before the day would end, our lives would be thrust into despair and changed forever. Our beautiful daughter, Ella, had been enjoying the day with friends, before she was involved in a road traffic collision and tragically lost her life at the scene of the accident. In a cruel twist of fate, I was one of the responding Fire Service personnel.

Ella was a caring young lady who had a heart of gold and would go out of her way to help others, could be described as a social butterfly, and loved her family and friends. Ella always had a smile on her face, was a bit of a prankster, and always full of fun.

In the immediate hours following Ella's death, we were being supported by our Family Liaison Officers (FLO) when she asked, what upon reflection was such a vital question; "Would you be happy for us to refer you to the charity 2wish?" The FLO went on to explain a little about the charity, although we had some awareness of their work from their social media channels.

At this point we were in a daze, we didn't know what to do or where to turn, within less than 24 hours 2wish had dropped into our lives (and have been with us ever since). Nicole contacted us and provided a sense of calm in what we would now describe as a time of complete chaos.

The 2wish team visited Ella and were able to provide us with memory boxes that included her handprints and a lock of her hair, this is something we thank them so much for. The boxes bring us great comfort and we believe they will continue to do so as we move forward with our lives in a very different way, carrying our loss.

The support didn't and hasn't stopped there, through the charity we have all been supported by bereavement counsellors and this has also extended to wider family and very close friends of Ella's. Ella's brother has been supported by Ellie, the young person coordinator, and he finds these sessions a welcome break and an opportunity to talk. Ella's sister, whilst not having support currently is aware it is there when needed no matter how far in the future. I have been receiving specialist PTSD counselling arranged by 2 wish and have attended complementary therapy sessions organised by the charity too.



A standout memory for us would be the video message Ella's brother received from Dan Biggar (his hero), the happiness in his eyes will long live with us all, and something we will never be able to thank 2wish enough for.

Every one of us has had different needs, the staff at 2wish have been amazing, they have gone out of their way to find solutions to our challenges, and we honestly do not know where we would be without their support, guidance, and friendship.

Through tragedy we have connected with some wonderful people, 2wish will always be there for us, as a family we will always be there to support the charity, raise money, and attend events to ensure the amazing work they do continues. The impact they have had on our lives can't be measured and we want to help ensure other families benefit in the way we have.

# What we do for you:

- Salary:** Starting salary of £27, 427.50 per annum
- Contract type:** Permanent
- Hours:** Normal office hours are 9am - 5pm, Monday to Friday, although alternative hours may be worked with line manager agreement. Work outside office hours may sometimes be necessary and will be compensated for by time off in lieu.
- Annual leave:** 28 days plus bank holidays. Annual leave steadily increases after five years of service. Annual leave and statutory holidays are calculated on a pro rata basis where applicable.
- Pension:** 2wish operate a contributory pension scheme. 2wish will auto-enrol you into the scheme in accordance with it's auto-enrolment obligations. Full details of the scheme will be provided to you once you are enrolled, including the minimum level of contributions that you will be required to make during your membership (current contributions - employer 3% and employee 5%).
- Mileage:** A fixed rate allowance is payable for agreed mileage undertaken on 2wish business in a private vehicle, over and above your usual journey to your workplace/s.
- Location:** 2wish is currently working with staff to offer a form of hybrid working and this will continue for the foreseeable.

## Additional benefits for our employees: ☆

- ☆ An 'Employee Assistance Programme,' including wellbeing support
- ☆ Free parking on 2wish premises
- ☆ Free branded 2wish clothing
- ☆ An extra annual leave day on your birthday
- ☆ Incremental increase in holiday entitlement based on length of service
- ☆ Paid sick leave
- ☆ Discounts for personal purchases on 2wish Merchandise
- ☆ Free tickets to UK 2wish events, discounts for family
- ☆ Extra holiday entitlement when taking part in 2wish overseas events
- ☆ Company mobile phone for performance of duties
- ☆ Tools/equipment required for the performance of duties
- ☆ Reimbursement of work expenses
- ☆ Bright Exchange employee discounts

## How to apply: ☆

Please return a CV and covering letter, or a CV and two-minute video, by email to:  
HR@2wish.org.uk

Closing date: 13/03/2026

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.