

# Social Media Manager

Immediate start until end of December 2026  
4 days per month at £350 per day

Remote working

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## About Us

One World or None (OWON) is a cultural and media campaign dedicated to shifting public narratives around democratic renewal and the role of Citizens' Assemblies in addressing global challenges. OWON brings together creative voices, cultural producers and movement builders from across the world to develop compelling films, games, media content and public engagement that make deliberative democracy imaginable and irresistible to a global audience.

OWON's work draws on the legacy and momentum of the world's first Global Citizens' Assembly and aims to dramatically increase collective awareness and demand for participatory governance at all levels.

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## What We Do

OWON uses multimedia and popular culture to reach hearts and minds, partnering with artists, filmmakers, musicians and cultural figures to tell new stories about democracy. Our work includes a documentary feature film, mobile games, creative sprints, social media engagement, advocacy training, signposting to resources, and public events; all set for release across 2026, which will build momentum for Citizens' Assemblies globally.

Central to our mission is creating platforms where everyday people can meaningfully engage with democratic innovation, elevating their voices to decision-makers, cultural leaders and international audiences.

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## About the role

You will be joining One World or None (OWON) at a pivotal moment. As interest in deliberative democracy and Citizens' Assemblies grows globally, OWON is expanding its public-facing work

to reach new audiences, strengthen cultural legitimacy, and support trained advocates to shape public discourse.

The Social Media Manager will play a central role in shaping and delivering OWON's social media strategy across Facebook, Instagram, Twitter/X, and TikTok, as well as leading the setup and development of new channels including LinkedIn, Substack and YouTube.

Working closely with the Director(s) and wider OWON team throughout, you will help define how OWON shows up digitally, ensuring that campaigns, cultural outputs, and advocacy work are coherent, impactful, and strategically aligned with grant-funded objectives.

You will be responsible for daily monitoring and tracking of all social media channels, writing and publishing posts, and contributing to light content creation. OWON will provide filmed and core visual content; your role will be to shape, adapt, contextualise, and distribute this content effectively across platforms. This also includes reviewing and responding to comments and messages in line with OWON's house style and values.

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## **Key Responsibilities**

### Leading on Social Media Strategy

Work closely with the Director(s) and wider OWON team to develop, refine and deliver a cohesive multi-platform social media and digital content strategy aligned with organisational priorities and grant deliverables.

Lead the day-to-day management of OWON's social media channels (Facebook, Instagram, Twitter/X and TikTok), ensuring consistent, high-quality output that reflects organisational values and strategic goals.

Oversee the set-up and growth of LinkedIn, Substack and YouTube, integrating them strategically into the wider digital ecosystem.

Contribute to strategic decisions on messaging, audience targeting, platform use and campaign timing, using performance data and wider context to inform approach. Collaborate on forward planning for campaigns, flagship cultural outputs and key media moments.

### Monitoring

Translate organisational priorities into an achievable and impactful social media plan. Plan, write, schedule and publish regular content (minimum two posts per week) across key platforms, adapting for different audiences and regions as needed.

Ensure daily monitoring of channels, including comments and direct messages, responding appropriately in line with OWON's house style.

Maintain clear systems for content planning, approvals, scheduling, performance tracking and daily channel monitoring

Monitor performance and audience growth using accurate records across all platforms, using insights to adapt strategy and improve reach and engagement over time

### Support

Support promotion of major campaigns and at least three flagship cultural outputs in 2026 (including film, games and short-form content). Coordinate digital coverage of events, talks and forums where OWON's work sparks discussion on Citizens' Assemblies and deliberative democracy.

Liaise with high-profile cultural figures and celebrity amplifiers to support the amplification of OWON social media content or the creation of original posts in support of OWON's campaigns and mission

***Overall, the key task is to be part of a social media campaign that is as paradigm busting as the content itself which is representative of a systemic evolution in the way that people understand how decision-making for humanity can be managed.***

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## **Key Results / Objectives**

OWON has a clear, evolving, multi-platform social media strategy that supports organisational goals and grant-funded outcomes

Social media output is consistent, intentional and strategically aligned with campaigns, cultural outputs and advocacy priorities

Daily monitoring and tracking of all social media channels is maintained, with issues and opportunities identified and addressed promptly

At least two social media posts are published per week across core platforms throughout 2026

LinkedIn, Substack, and YouTube channels are successfully launched and integrated into OWON's wider communications ecosystem

OWON reaches at least 25,000 active audience members across subscribers, followers, and viewers in at least 20 new countries by the end of 2026

Year-on-year social media engagement (shares, comments, reposts) increases by at least 75%, particularly among young and international audiences

OWON secures coverage in 10+ international mainstream media outlets, supported by coordinated digital amplification

At least 20 events, forums, talks, or panels are covered through OWON's digital channels, contributing to community-building around deliberative democracy

Clear reporting is available on:

- Media appearances
  - Public engagements
  - Engagements with decision-makers and cultural influencers
  - International reach and audience growth
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## **Working Conditions**

This role is remote and can be undertaken from anywhere, with flexibility around working hours.

Some evening or weekend work may be required to support events, media moments, or international engagement.

The role will involve close collaboration with the Director(s) and wider OWON team and may require flexibility to respond to emerging opportunities or fast-moving campaigns.

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## **Person Specification**

### **Personal qualities**

Alignment with and commitment to OWON's mission and values, including democratic renewal, global justice and collective decision-making

Highly organised self-starter with the ability to manage competing priorities and deadlines

Creative, curious, and motivated, with an interest in culture, politics and systems change

Comfortable working collaboratively in a small, evolving organisation

Willingness to work flexibly and adapt to changing priorities

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### **Knowledge**

Understanding of social media platforms including Facebook, Instagram, Twitter/X, TikTok, and emerging channels such as LinkedIn, Substack and YouTube (YouTube in particular will be our major place to be growing a community)

Knowledge of best practice for audience growth, engagement, accessibility, and daily community management across platforms

**Desirable:**

Awareness of global political, cultural, or climate justice contexts, particularly youth engagement and democratic innovation

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## **Skills / Competencies**

Strong written communication skills, with the ability to write compelling posts and adapt tone for different audiences and platforms

Ability to plan, schedule, and manage content alongside daily monitoring and community engagement

Strong analytical skills, with confidence in tracking metrics, interpreting data, and reporting on performance

Ability to collaborate with advocates, creatives, and organisational leadership to shape compelling narratives

Ability to liaise confidently with high-profile cultural figures and celebrity amplifiers, supporting them to amplify OWON content or create original posts in support of our work

Confidence using social media management, analytics, scheduling, and basic content creation tools

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## **Experience**

Experience managing multiple social media platforms for an organisation, campaign, or cultural project

Experience with daily social media monitoring, community management, and audience engagement

Experience setting up and growing new digital channels (desirable)

Experience supporting or amplifying content created by others (e.g. advocates, artists, community members)

Experience tracking engagement metrics and reporting against targets

Experience working with international or youth-focused audiences (desirable)

Experience working on campaigns related to democracy, climate, culture, or social change (desirable)

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## How to apply

To apply for this role, please submit the following:

- A CV
- A cover letter outlining your interest in the role and your relevant experience
- One professional or character reference (included within your cover letter or CV)
- An example of your past work

Please send your application materials to **anna.richmond@owon.world** by **Midnight (GMT) on Sunday 8 March 2026**.

If you have any questions about the role or the application process, please contact **anna.richmond@owon.world**.

Interviews will be held online on 12 March. Shortlisted candidates will be contacted with further details.