



Digital Content Officer

Job Description & Person Specification

April 2026

About BeyondAutism

Our vision

A world where every autistic learner belongs, succeeds and shapes their own future.

Our mission

To ensure every autistic child and young adult accesses the education and support they need to belong, succeed, and lead lives full of opportunity, choice and independence.

Founded by parents in 2000, we provide a continuum of support from Early Years through Post-19, alongside outreach, training, and our pioneering BeyondAutism Fast Responder service. We combine direct education for children with the most complex needs with national training, resources, and policy influence – creating a blueprint for inclusion that can be scaled across the country.

At the heart of our approach is a deep understanding of behaviour – recognising it as communication and as a reflection of environment and need. Too often, scientific principles have been misapplied in ways that prioritise compliance over the individual’s voice. We reject any practice that seeks to suppress identity; instead, we celebrate individuality and apply behaviour analysis in a positive, ethical, and person-centred way – supporting choice, independence, and outcomes that enhance quality of life.



Our values

At BeyondAutism we are:

Dedicated to delivering excellence

Developing expertise, outstanding services and positive engagement, always seeking to go above and beyond expectations.

Committed to understanding behaviour

Contributing to research and ensuring our staff continually develop and share best practice that ensure aspirational outcomes are achieved for autistic individuals.

Respectful

Embracing diversity, showing integrity, acting with compassion and always treating people with dignity.

Proud to challenge

Listening, changing thinking, shifting attitudes and educating.

Job overview

The Digital Content Officer plays an integral role in ensuring that digital content supports BeyondAutism's charitable mission.

Working closely with teams across the organisation, you will source, create and publish engaging content across digital platforms, showcasing impact and strengthening the charity's online presence.

In this role, you will deliver digital marketing and communications that are impactful, accessible and inclusive, while always reflecting our brand values and identity.

Roles and responsibilities

Content sourcing and management

- Work closely with the services, outreach and fundraising teams to capture videos, photos and stories that showcase impact.
- Ensure photo consent is adhered to and that imagery reflects the diversity of our learners and staff.
- Manage the asset library on SharePoint.

Social media

- Plan, create and post content on Instagram, Facebook, LinkedIn, YouTube and TikTok for both our charity and schools channels.
- Use video and graphic design tools to create static and video posts.
- Monitor social channels daily, responding to messages and engaging with comments.
- Track platform analytics data, using learnings to help shape content creation and posting strategies.

Digital communications

- Write informational and marketing emails to be circulated to our mailing list.
- Create website pages and help ensure existing content is kept up to date.
- Ensure content consistently applies visual brand identity, tone and messaging.

General responsibilities

- To understand, adhere and actively implement all the policies and procedures of the charity at all times.
- A commitment to safeguarding and promoting the welfare of children and young adults at all times.
- To undertake training as required.
- To undertake additional tasks reasonably requested by the Digital and Content Manager.

Person specification

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Creating written and audiovisual content for a range of digital platforms • Digital storytelling • Social media planning and content management • Managing a busy workload 	<ul style="list-style-type: none"> • Using digital content creation tools such as Adobe Creative Suite, Canva and CapCut • Familiarity with email marketing platforms • Working in the charity sector
Skills and abilities	<ul style="list-style-type: none"> • Excellent communication and relationship-building • Digital copywriting and being able to tailor messaging for different audiences • Photography and videography • Attention to detail and proofreading • Eye for design • Strong administrative, time management and organisational skills • Ability to use initiative and take on projects independently 	<ul style="list-style-type: none"> • Understanding of SEO and content strategy • Understanding of data and analytics • Familiarity with GDPR • Knowledge of web and design accessibility standards
Personal qualities	<ul style="list-style-type: none"> • Passion for charitable impact • Committed to high standards of work • Collaborative • Adaptable and resilient • Inquisitive and keen to learn 	



What we can offer you

You can find a very rewarding career with BeyondAutism. As well as being part of a team delivering life-changing services, we offer multiple and generous benefits to employees.



Pension scheme *

We offer a competitive pension scheme via salary exchange of 3, 4 or 5% and match your contribution.



Hybrid and flexible working

Charity staff have the option of hybrid and flexible working. To be agreed with HR and the department head.



Season ticket loan *

We can loan you the cost of your season ticket, repaid through monthly salary deductions for the period of the season ticket or less. Maximum period 12 months. Maximum loan £5000.



Bicycle loan *

We can loan you the cost of purchasing a bike for the purpose of cycling to work, repayable over a period of 12 months or less.



Continuing Professional Development (CPD)

Further education opportunities including Masters, RBTs, diplomas and certificates; and opportunities for membership for relevant professional bodies.



Professional Membership fees

Reimbursement of the cost of annual professional membership fee where continued membership registration is a requirement of your role.



Onsite counsellor

One counsellor working across our sites offering confidential 1:1 counselling sessions.



Perkbox

Access to an online perk scheme which gives you your pick of over 200 great discounts and freebies such as a free monthly hot drink from Cafe Nero, discounts on high street shopping and great price cinema tickets.



Employee Assistance Programme

Free access to a 24/7 confidential counselling support, including opportunity for face-to-face support.



Employee Referral Programme

Generous £400 thank you payment when you refer somebody into one of our open vacancies.



Eye care vouchers

Vouchers to cover the cost of an annual eye examination and single-vision spectacles, if needed.

Benefits marked with (*) are contractual benefits open to staff who have been in post for three months or more.

Job information

SALARY SCALE:	£27,323 - £29,269
HOURS:	37.5 hours per week
LINE MANAGER:	Digital and Content Manager
LOCATION(S):	Hybrid, with 3-4 days per week at the charity office or our services
PROBATIONARY PERIOD:	Six months
HOW TO APPLY:	If you're interested in applying for the role, please send a cover letter and CV to recruitment@beyondautism.org.uk

If you would like to know more or ask a question about this role, please email recruitment@beyondautism.org.uk.

BeyondAutism is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of ethnicity, religion, sex, sexual orientation, age, marital status, disability or gender identity.

BeyondAutism is committed to safeguarding and promoting the welfare of children and young adults and expects all staff to share this commitment. An enhanced disclosure will be conducted for the successful applicant.



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