



## Social Media and Online Shop Coordinator (One-Year Temporary Contract).

Job Title: Social Media and Online Shop Coordinator

Salary: £16,000–£19,200/year (2–3 days/week, pro rata from £32,000 FTE)

Hours: Part-time (14–21 hours/week)

Reports to: Centre Weaver

### Key Responsibilities:

#### Social Media and Digital Marketing

- Develop and implement a consistent social media strategy across platforms (Instagram, Facebook, LinkedIn & YouTube).
- Create and schedule engaging content that aligns with the Centre's advocacy and education goals.
- Monitor analytics and adjust strategy to improve engagement and reach.
- Respond to messages, comments, and follower engagement in a timely and warm manner.

#### Online Shop Management

- Maintain the Centre's online shop, updating product listings, descriptions, and images.
- Monitor inventory and coordinate with suppliers.
- Collaborate on marketing campaigns to increase shop visibility and sales.
- Support and manage basic Google Ads campaigns to drive traffic and conversions.

#### Administrative Support

- Support marketing and shop-related communications.
- Assist with promotional emails and e-commerce coordination.



## Person Specification:

### Experience & Qualifications:

- At least two years' experience in social media management, marketing, or e-commerce.
- Experience in non-profit or holistic health sectors is desirable.
- Familiarity with managing Google Ads campaigns is a strong advantage.

### Skills & Attributes:

- Proficient in tools like Canva, Mailchimp, and social media schedulers.
- Knowledge of SEO and basic graphic design is a plus.
- Creative, organised, and responsive with excellent digital communication skills.
- Passionate about the Sacred Birth Centre's mission and voice.

### Key duties for the role

1. Consistent and Engaging Social Media Presence
  - Develop and maintain a consistent posting schedule across Instagram, Facebook, and LinkedIn.
  - Increase follower engagement and reach measured through platform analytics.
2. Mission-Aligned Content Creation
  - Design and share content that reflects the values, voice, and vision of the Sacred Birth Centre.
  - Create a monthly content plan that includes posts on advocacy, community stories, events, and offerings.
3. Responsive and Supportive Online Community Management
  - Respond to direct messages and public interactions in a timely way, ensuring a warm and responsive presence.
  - Foster a sense of trust and connection among the community.
4. Growth of Online Shop Engagement and Sales
  - Ensure the shop is fully updated with accurate product details, pricing, and images at all times.



- Collaborate on shop marketing
5. Google Ads and Digital Marketing Performance
- Manage and monitor basic Google Ads campaigns to promote key offerings.
  - Report monthly on ad performance and make improvements based on results.
6. Email Marketing & Campaign Coordination
- Contribute to monthly newsletters and support campaign emails that promote events, products, and campaigns.
  - Ensure brand consistency across all digital communications.
7. Creative Contribution to Campaigns
- Support visual and messaging needs for campaigns, helping ensure alignment and accessibility.
  - Provide creative input into the development of visual materials for awareness and engagement.

## About the Role

The Sacred Birth Centre is a not-for-profit organisation based in Glastonbury, Somerset, UK. It is currently based out of Goddess House, 28 Magdalene Street, in Glastonbury whilst it seeks its own premises.

We're looking for a creative and digitally savvy Social Media and Online Shop Coordinator to grow our online presence and manage our ethical product offerings. You'll play a key role in sharing our message with the world and supporting the growth of our advocacy campaign, online shop, and digital storytelling.

You'll love this role if you:

- Enjoy storytelling via social media.
- Understand e-commerce platforms and basic Google Ads campaigns
- Have an eye for detail, aesthetics, and enjoy collaboration.
- Are passionate about birth justice, holistic care, and community empowerment

The role is currently funded for one year.



#### Mission Statement:

“The Sacred Birth Centre aims to be a Centre of Excellence for Sacred Birth Philosophy, Education and Practice. We desire to inform, inspire and enhance the experience of Birth for parents, babies and birth practitioners worldwide.”

#### Values and Philosophy:

We believe that Birth is a sacred Rite of Passage for parents and their babies. It is an in-the-body, physical, emotional, and spiritual transformation experience.

Knowledge is power, and at the Sacred Birth Centre, we aim to advocate for sacred birth practices.

The Sacred Birth Centre cultivates a supportive, nurturing and trauma-informed environment for parents and those involved in the birthing process.

The Sacred Birth Centre and Glastonbury Goddess Temple are inclusive organisations and are respectful of all people.

#### Inspiration:

The Sacred Birth Centre is inspired by Kathy Jones, Director and Founder of the Glastonbury Goddess Temple.

*“MotherWorld is the society in which creative, nurturing & life-affirming values, actions, insights & awareness are honoured & encouraged in women, men, children & all people. It is the society that is grounded in the fact that we all live upon our Mother Earth. She is our Great Mother, the Source & Foundation of all that we are & all that we have. We need to take care of our Mother, of each other and of all life.” – Kathy Jones Director and Founder of the Glastonbury Goddess Temple.*



## How to Apply

Please send your CV and a short cover letter (max 1 page) telling us why you feel drawn to this role and what you bring to it. Please ensure that the document you send is a PDF/Word document and that the file name has your name in it.

Email to: [sacredbirthcentre@gmail.com](mailto:sacredbirthcentre@gmail.com)

Subject line: Social Media and Online Shop Coordinator Application

Applications close: 14th April 2025

*This role offers the chance to join a passionate team working to transform the culture of birth. Thank you for helping us shape a future where every parent is seen, heard, and supported.*

The Sacred Birth Centre is committed to creating an inclusive and equitable space for all. We welcome applications from individuals of all backgrounds, identities, and lived experiences—especially those from underrepresented or marginalised communities in the birth and wellness sectors. We believe that a diverse team strengthens our mission and helps us better serve the communities we support.