The Wellbeing Project

Content Creation and Community Manager
Marketing and Communications

Inspired by a sense of caring and compassion for all the people who work to build a better world, as well as to support the many causes and movements for which they work, The Wellbeing Project (TWP) is focused on both cultivating a shift in the field of social change toward one that is healthier and more supportive of inner wellbeing, and on catalysing the development of a new infrastructure to better support everyone working in the field.

At The Wellbeing Project, we live by three core **values**:

- **Balanced Self-Leadership (Be You, Be Great):** We encourage deep self-awareness, emotional intelligence, and continuous personal growth. Our team members practice self-care, set clear priorities, and proactively seek feedback to improve.
- **Lightness (Be You, Be Gentle):** We bring joy, curiosity, and a growth mindset into our work, focusing on solutions and maintaining a high level of positive energy.
- **Collaborate Kindly (Be You, Be Together):** We foster a supportive and respectful environment, sharing information openly, assuming positive intent, and working in alignment with our team and partners.

At The Wellbeing Project, we are committed to fostering a work environment that values personal and professional growth. We seek individuals who embody our **competencies**, and who are excited to contribute to an environment where these competencies drive our collective success.

- **Self-Management** – Regulating thoughts, emotions, and actions effectively to achieve personal and professional goals.
- **Agile Mindset** – Embracing adaptability, continuous learning, collaboration, and problem-solving.
- **Resource Mobilization Mindset** – Identifying, allocating, and utilizing resources proactively to maximize impact.
- **People Management & Leadership** – Inspiring and managing teams to achieve objectives efficiently while fostering engagement and growth.
- **Sustainable Mindset** – Integrating economic, social, and environmental considerations into decision-making.
- **Communication** – Effectively conveying and understanding information to build relationships and collaborate.
- **Co-Creation** – Engaging diverse stakeholders to generate innovative and meaningful solutions.

We are looking for someone who is passionate about content, digital communications, and community engagement, with a strong ability to turn ideas and key messages into engaging and high-quality content. Someone who combines creativity with structure, is comfortable working hands-on across different channels, and enjoys being close to the day-to-day rhythm of a global organization. The ideal candidate is curious, proactive, and highly organized, with a strong sensitivity to tone, storytelling, and visual communication. They are motivated by The Wellbeing Project's mission and interested in creating meaningful connections with audiences across digital channels and communities. This role requires

strong execution skills, attention to detail, and the ability to collaborate closely with the Marketing & Communications Director, Senior Marketing Manager, internal teams, freelancers, and external partners.

KEY RESPONSIBILITIES

The Content Creator & Community Manager plays a central role in the day-to-day execution of The Wellbeing Project's marketing and communications activities. Reporting to the Marketing & Communications Director and Lead, and working closely with the Senior Marketing Manager, this role is responsible for creating and publishing content, maintaining TWP's digital presence, engaging with communities, and supporting the operational delivery of communications around key initiatives and events.

1. Content Creation & Social Media

- Create, adapt, and publish engaging content across TWP's main social media channels, including posts, stories, and reels.
- Plan and maintain a regular social media publishing rhythm, approximately two posts per week, adapting content according to channel priorities and organizational needs.
- Translate organizational updates, initiatives, stories, insights, and events into clear, engaging, and visually compelling content.
- Ensure content is aligned with TWP's brand identity, tone of voice, messaging, and visual guidelines.
- Stay informed about relevant social media formats, trends, and practices and propose new content ideas and formats when relevant.

2. Website & Digital Content Management

- Maintain and update website content, ensuring information is accurate, relevant, clear, and aligned with current priorities.
- Support basic website maintenance and content organization in coordination with relevant internal or external partners.
- Ensure consistency between website content, social media, newsletters, and other digital communications.

3. Newsletter & Email Communications

- Own the end-to-end production, preparation, and publication of newsletters and email communications through HubSpot.
- Coordinate content, assets, links, and approvals required for timely newsletter production.
- Coordinate and deliver relevant audience and content journeys in collaboration with the Senior Marketing Manager and wider MarCom team.
- Monitor newsletter performance and identify relevant opportunities to improve engagement.

4. Community Management & Engagement

- Manage TWP's day-to-day community presence across relevant social media channels.
- Monitor and respond to comments, messages, and interactions in a timely, thoughtful, and

brand-aligned way.
- Encourage meaningful engagement and help build relationships with TWP's audiences and communities.
- Identify relevant conversations, opportunities, and audience feedback that can inform future content and communications.
- Escalate sensitive or complex issues when appropriate and in alignment with internal guidelines.

5. Visual Content Production & Creative Coordination

- Produce and adapt simple visual assets for digital channels using tools such as Canva.
- Coordinate with freelancers and external creatives on the production of video, design, and other visual assets.
- Prepare briefs, coordinate timelines and feedback, and ensure deliverables are aligned with TWP's brand and communication objectives.
- Support the organization and management of content assets to facilitate efficient production and publishing.

6. Events, Networks & Operational Communications Support

- Provide communications and social media support for key TWP events and initiatives, including Hearth Summits and other relevant gatherings.
- Support event communications before, during, and after events, ensuring visibility and consistent storytelling across channels.
- Coordinate content capture, publishing, and community engagement around events and networks in collaboration with internal teams and external partners.
- Provide hands-on operational support to ensure communications activities are delivered smoothly and on time.

7. Data Tracking & Continuous Improvement

- Track performance across key communication channels and activities, including social media, website, and newsletters.
- Monitor relevant engagement and audience metrics and maintain clear and up-to-date reporting.
- Identify trends, learnings, and opportunities and provide practical recommendations to improve content and audience engagement.
- Support the Marketing & Communications team in tracking relevant operational KPIs and contributing to team OKRs.

8. Cross-functional Collaboration

- Work closely with the Marketing & Communications Director and Senior Marketing Manager to translate priorities into day-to-day communications activities.
- Collaborate with colleagues across TWP to gather stories, information, and content for communication purposes.
- Coordinate effectively with freelancers, creative partners, event teams, and other external stakeholders.
- Contribute to a collaborative and responsive MarCom function, supporting priorities as they evolve.

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PROFILE AND SKILLS

- 3–5 years of professional experience in content creation, social media management, digital communications, or a closely related field.
- Demonstrated experience creating and publishing engaging content across social media channels, particularly LinkedIn and Instagram.
- Strong visual and written communication skills, with a good understanding of storytelling, tone of voice, and audience engagement.
- Hands-on experience with content creation tools, particularly Canva and social media platforms such as Instagram, Facebook, and LinkedIn.
- Experience with email marketing or newsletter platforms; HubSpot experience is a plus and can be learned.
- Ability to combine creativity with strong organization, attention to detail, and reliable execution.
- Comfortable working across multiple priorities and managing deadlines in a fast-paced and evolving environment.
- Strong interpersonal and collaboration skills, with the ability to work effectively with internal teams, freelancers, and external partners.
- Proactive and resourceful, with the ability to take ownership of day-to-day activities while knowing when to seek input or support.
- Interest in social change, wellbeing, and mission-driven work.
- Experience in the nonprofit, social impact, or purpose-driven sector is a plus.
- Excellent written and verbal communication skills in English.

WHAT WE OFFER

- An opportunity to work on a groundbreaking global project co-created with leading institutions in the social change sector.
- A collaborative, entrepreneurial, and co-creative work environment where innovation is encouraged.
- A strong culture centered around wellbeing, personal development, and social impact.
- Opportunities for professional growth and exposure to global stakeholders and partners.
- A role with direct impact on advancing a global movement and supporting changemakers.
- A full-time position based in Paris, France.
- An opportunity to contribute to a global Marketing & Communications function through hands-on work across content, digital communications, communities, and events.