

Communications and Creative Coordinator

Location: Pelican House, Bethnal Green, East London

Hours: 8 per week, with some flexibility to post and respond to social media posts

Reports to: Managing Director

Contract: Part time, Fixed Term

Salary: £15.40 per hour

About Bahay Kubo

Bahay Kubo is a charitable housing organisation providing affordable homes, advocacy, and support to communities in need, with a particular focus on the Filipino community and other East and South East Asian communities in the Greater London area. We are committed to ensuring that our tenants feel safe, supported, and part of a thriving community.

About the Cafe and Community Hub

Kapwa Cafe & Community Hub is a new service from Bahay Kubo: a welcoming cafe and community space open to tenants, local residents, and the wider Filipino and East and South East Asian communities. The hub will offer affordable food and drink [including Filipino food and drink], a place to meet and connect, and a base for community events, activities, and support.

Role purpose

The Communications and Creative Coordinatr is a part-time post, working one day per week, responsible for raising the profile of the new Cafe and Community Hub [and of Bahay Kubo more widely]. The post holder plans and creates engaging content, manages social media channels, and promotes the cafe and its community events, building an audience of customers, community members, and supporters.

The role is central to making sure the hub is visible, welcoming, and well used, and that it contributes to the cafe's long-term financial sustainability.

Key responsibilities

- **Social media management**
 - Plan, create, schedule, and publish content across Bahay Kubo's social media channels [such as Instagram, Facebook, and TikTok].

- o Maintain a monthly content calendar linked to cafe menus, community events, and key dates for the Filipino and wider East and South East Asian communities.
 - o Monitor channels and respond to comments and messages [within agreed timescales], escalating complaints, safeguarding concerns, or sensitive issues to [the Managing Director].
- **Content creation**
 - o Create photographs, short videos, graphics, and written copy that reflect Bahay Kubo's values and brand.
 - o Gather stories from the cafe and community, with appropriate consent, making sure people are represented respectfully and with dignity.
 - o Maintain a library of approved images and content, including records of photo and filming consent.
- **Marketing and promotion**
 - o Promote the cafe, menu, offers, and community events to attract new customers and encourage repeat visits.
 - o Produce simple printed and digital marketing materials, such as posters, flyers, and menus.
 - o Keep online listings (such as Google Business Profile) and website content about the cafe accurate and up to date.
 - o Build relationships with local partners, community groups, and local media to extend the hub's reach.
- **Event coordination and outreach**
 - o Plan, coordinate and promote community events held at the Cafe and Community Hub, working with the Bahay Kubo team to make sure events run smoothly and are well attended.
 - o Carry out outreach to local residents, community groups, schools and partner organisations to encourage involvement in the hub and reach people who may not yet know about Bahay Kubo's services.
 - o Gather feedback, photos and stories from events (with appropriate consent) to share across Bahay Kubo's communication channels and inform future activity.

- **Analysis and reporting**

- Track and report on social media performance and campaign results, using what is learned to improve content and reach.
- Provide regular updates to [line manager] and contribute ideas to marketing plans and budgets.

- **Brand, compliance, and safeguarding**

- Make sure all content is accurate, accessible, and consistent with Bahay Kubo's brand and communication guidelines.
- Comply with data protection, consent, copyright, and advertising standards, and follow safeguarding good practice, particularly when featuring tenants, children, or adults at risk.
- Keep social media accounts secure, including password management and access controls.

Person specification

Essential

- Experience of managing social media channels for an organisation, business, or community group.
- Ability to create engaging content, including photography, short-form video, and written copy.
- Excellent written communication skills, with a strong eye for tone and detail.
- Experience using scheduling and design tools such as Canva, Meta Business Suite, or similar.
- Understanding of social media analytics and how to use them to improve performance.
- Understanding of consent, data protection, and safeguarding when sharing people's stories and images.
- Self-motivated and organised, able to plan work effectively within one day per week.

Desirable

- Experience of marketing a cafe, hospitality, retail, or events offer.
- Experience of working in the charity or community sector.
- Experience of paid social media advertising and email marketing.

- Lived experience of, or experience working with, the Filipino or wider East and South East Asian communities.
- Ability to create content in Tagalog or another language spoken by the communities Bahay Kubo serves.

Key Outcomes

- The Cafe and Community Hub has a consistent, active, and engaging presence on social media.
- Awareness of the cafe and community events grows, with increasing footfall and attendance.
- Content reflects the community authentically, respectfully, and with appropriate consent.
- Audience reach and engagement grow over time, with results tracked and reported.
- Online information about the cafe is accurate and up to date.