

Job Description

Job title: Social Media Lead
Reports to: Head of Digital and Marketing
Responsible for: n/a

1. Main purpose of job

As the social media lead, you'll be responsible for our social channels. You'll use a mixture of strategy, creativity and analytical skills to deliver incredible purposeful, educational, entertaining and engaging content.

Every week our social channels reach thousands of supporters, former patients and volunteers, helping to raise awareness of the life-saving work the charity does, and inspiring the public to make donations. This role is central to our strategic goal of increasing awareness in our region.

As part of the Marketing Communications team, you'll work closely with a team of subject matter experts spanning Content & PR, Engagement and Awareness, Digital and Design. You'll be passionate about creating content, have a good grasp of digital ads, be able to spot trends, and have the skills to start online conversations, creatively engage supporters and be driven to use insight to shape what you do.

2. Main duties/responsibilities

- *Social media strategy* – Work with the Head of Digital and Marketing to develop and implement ambitious and innovative channel-specific social media strategies that grow our social channels and support the strategic goals and ambitions of the charity.
- *Content creation* – Create platform specific content that delivers on our strategic goals – including writing copy, capturing and editing images, audio and producing both short-form and long-form video. A particular focus will be around TikTok, Reels and YouTube.
- *Paid social* – Build, manage and optimise ads in Facebook, Instagram, Twitter, LinkedIn and other social media platforms that deliver on department's needs. Making adjustments to your approach as needed to meet acquisition and engagement targets.
- *Community management* – supporting our Supporter Engagement Team with the day-to-day moderation of our social channels, delivering superb customer-service that surprises and delights our amazing supporters, patients, and volunteers.
- *Reporting & analysis* – Monitor, track, analyse and produce detailed reports on the effectiveness of Social Media content and Paid ad campaigns for the Head of Digital and

Marketing and other key stakeholders. Evaluate the success of content against KPIs, understand sentiment, identify areas for improvement, making recommendations and ensuring these are actioned in a timely manner.

- *Budget management* - Track our social media expenditure against agreed budgets and calculate key KPIs.
- *Stakeholder engagement* – working with teams across the charity to understand needs, curate engaging content and deliver high quality well considered outputs.
- *Influencers* – developing and leading our influencer strategy, working with small to medium size ‘local’ influencers who align with our values to amplify key brand messages at a hyper local level.
- Act as a subject expert for social media within the charity – the first port of call for training others, advising on best practices, ensuring compliance with brand guidelines and making data-driven suggestions to improve performance.
- Responsible for project managing, developing, delivering and evaluating our social media plan in a fast-paced environment.
- Interpret the objectives of a brief to identify, understand and recommend the most appropriate platforms or channels for a specific activity and suggest key measures of success.
- Working with the Head of Digital and Marketing, make recommendations for improvements to social media policies and feed into the development of the overall social media strategy.
- Lead our social media digital champions group of internal stakeholders and be the main point of contact for social media within the charity, giving advice and recommendations for the best approach.
- Manage, develop and execute social media plans and campaigns in line with our strategic goals and content strategy.
- Use industry standard tools to schedule social media content and monitor engagement.
- Act as a brand guardian/tone of voice ambassador, ensuring all content is representative of EAAA values.
- Stay up-to-date with the latest social media and digital trends, proactively use this knowledge to create exceptional experiences and engagement opportunities.
- Use industry standard packages to edit and post produce content.
- Proactively engage in creative sessions with the Marketing Communications team.
- Build effective relationships with colleagues and external providers.
- Support the wider Marketing Communications team’s activity as required.
- You will work alongside the Digital Marketing Lead sharing knowledge and expertise and providing cover to the role of Digital Marketing Lead, thereby providing resilience in the effective and efficient delivery of the digital marketing function.
- Using knowledge and skills to recommend different marketing strategies based on needs.

3. General duties/responsibilities

- From time to time, the post holder may be required to work at any of the Charity's sites in line with organisational needs.
- All staff must ensure confidentiality and security of information dealt with in the course of performing their duties. They must comply with and keep up to date with Charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.
- All staff are required to adhere to and act consistently with all relevant health and safety legislation and Charity policies and procedures in order to ensure that their own and the health, safety and security of others is maintained.
- Staff will actively promote the Charity's commitment to equality and diversity by treating everyone with dignity and respect.
- All employees should take a proactive approach to personal development in order to ensure that skillsets are aligned to the demands of the role as it evolves and develops to meet the organisation's changing needs.
- All employees have a responsibility for protecting, safeguarding and promoting the welfare of children and vulnerable adults.
- It is the responsibility of all employees to conduct all business in an honest and ethical manner.
- Staff should uphold and demonstrate the Charity's values (Reasoned, Accountable, Integrity, Synergy, Evolution.)
- All staff should be aware of their responsibilities to protect the reputation of the charity e.g. social media and behaviour.
- Reporting incidents via the Datix system as part of an open and fair culture.
- Staff should be willing to undertake any activity as deemed appropriate by the charity that is in line with skills, experience and knowledge.
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4. Person specification

Education and qualifications	
Essential	Desirable
English & Maths GCSE Grade C/L4 or above (or equivalent)	Marketing qualification
	A-levels or equivalent
Experience	
Essential	Desirable
Experience working in social media, marketing communications, PR or a related field.	Tracking budget expenditure.

Experience in planning, project managing, delivering and evaluating social media campaigns for a business or charity.	Social media management at a charity or third sector organisation.
Developing, managing, monitoring and growing successful online communities, including managing risk.	
Developing creative approaches to online engagement that leverage the full range of channels available to you and align with strategic goals.	
Comfortable creating and editing photography, graphics and short form video for use across digital environments.	
Managing key stakeholders	
A good understanding of building, managing and optimising Facebook and Instagram ad campaigns using the Meta ad manager platform.	
Knowledge and skills	
Essential	Desirable
Comprehensive up-to-date understanding of leading social media platforms, including Facebook, Instagram, TikTok, X (formerly Twitter), LinkedIn and Youtube, knowing what works and what doesn't.	
Exceptional digital copywriter, who gets the tone of different channels and understand how to craft effective, engaging copy.	
Excellent proof-reader	
A great communicator, who can build relationships and rapport quickly and present ideas well.	
Strong project management, time management and organisation skills.	
IT literate. Confident in the use of MS Office package.	

Experience using Adobe Creative Suite. Photoshop, Premier Pro, Illustrator, After Effects	
Comfortable using photography, audio and video equipment.	
A good problem solver, who can unpick situations and come up with solutions.	
Full UK manual driving license	
Personal qualities	
Essential	Desirable
A passion for creating engaging online experiences across different channels.	
Outgoing and curious, with the confidence to build rapport and make ideas happen.	
Proactive, determined, adaptive and agile.	
A creative mind.	
A great team player, who can build effective relationships.	
A desire to learn.	
A good problem solver, who can unpick situations and come up with solutions.	
Excellent attention to detail.	