

JOB DESCRIPTION:

# Social Media Officer

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| <b>Reports to:</b>         | Communications Manager                   |
| <b>Location:</b>           | Remote (UK based)                        |
| <b>Salary:</b>             | £29,450 per year                         |
| <b>Length of contract:</b> | Permanent, full time (37 hours per week) |

## Main Purpose of Post

Are you passionate about making a difference for women and children facing up to domestic abuse and ready to help us build a society where violence against women and girls is no longer tolerated? The post holder will have at least 2 year's experience running multi-social media channels for an organization. We're looking for a creative, agile and impactful professional to develop, maintain and monitor our social media communications. This will involve creating content for our various social media channels, monitoring engagement, community management and initiating platforms and campaigns. The post will also support our wider communications and media activity. You'll be joining us at an exciting time, as we mark our 50<sup>th</sup> Birthday with some powerful campaigns and engagement.

## Duties and Key Responsibilities

1. To plan, create and post social media content for Women's Aid channels in liaison with relevant stakeholders (both internal and external)
2. To write and edit content for wider communications activity
3. To inform the organisation's social media strategy, liaising with relevant colleagues to ensure a coordinated approach around campaigns, events and external affairs
4. To horizon scan and monitor the news agenda to create reactive content and assess potential reputational and safeguarding risks
5. To develop and maintain the implementation of new functions across social media
6. To maximise exposure of Women's Aid's brand

7. To respond to queries received on social media, including signposting survivors to support
8. To report on social media activity, using social insights/analytics and using data to inform activities
9. To seek out opportunities for engagement and to engage with high-profile social media accounts, including VIP ambassadors, influencers and relevant decision makers and stakeholders
10. To support internal and relevant external stakeholders with social media content, conduct and skills – advising, training, etc – up to and including the chief executive.
11. To support the chief executive's social media activity and engagement, posting on their behalf when necessary.

## **Publications**

- To assist with content generation for regular online publications, newsletters, briefings, and communications
- To proofread and copy edit, as required
- To contribute to and incorporate social media within wider communications

## **Marketing and Advertising**

- To support the marketing and promotion of Women's Aid websites and other online services, campaigns, newsletters, and e-bulletins
- To contribute to Women's Aid marketing strategy as required.

## **Design**

- To create digital assets for distribution on social media using tools such as Canva, in line with Women's Aid branding guidelines

## **General Responsibilities**

- To contribute to team meetings and organisational priorities, and to prepare for and participate in regular supervision and appraisal meetings
- To be flexible within the broad remit of the post

- To take direction on new projects and priorities from your line manager, which may vary from time to time
- To carry out word-processing, filing, and administrative tasks necessary to comply with the job description
- To maintain clear and adequate records of work done and to produce reports on work programmes and activities as requested by management
- To provide appropriate responses and support to survivors of domestic abuse and specialist service providers in the delivery of this job description, as required
- To ensure the safety and wellbeing of survivors sharing their stories on public platforms, always following organisational safeguarding protocols

### **Other**

- Based in Bristol, London or remotely, this job may involve occasional travel throughout England.
- The nature of social media means that occasional unsociable hours will be required to respond to key campaign or media moments, with time worked outside of usual hours covered by our TOIL policy.

### **Person Specification**

#### **Experience**

##### **Essential:**

- At least 2 years experience running multi-platform social media in a professional capacity
- Experience delivering in a fast-paced, busy team, working closely with press and other communications colleagues
- Experience developing and implementing a content schedule across social media
- Experience collecting and reporting on social media analytics and using as part of cycle of evaluation and improvement
- Experience of creating powerful design graphics and re-sizing images for use on social media, using design programmes like Canva
- Experience of maintaining online / social media communities including targeting audiences and responding to interactions
- Experience writing copy for social media publication

**Desirable:**

- Experience of collecting analytics and data on web stats using Google Analytics
- Cataloguing and tagging of archive and databases
- Experience of using WordPress or other content management systems

**Skills & Abilities**

**Essential:**

- The ability to commission / write / edit for social media channels, and to commission / write / edit news articles.
- Excellent writing skills
- Excellent proofreading and editing skills
- Effective verbal communication skills, including the ability to liaise effectively at all levels across an organisation, as well as present to and train internal and external stakeholders
- Ability to work on several projects to deadlines in a complex, changing environment
- Proficient in word processing and databases, preferably in a Windows based environment
- Design skills using online tools such as Canva, and a knowledge of image-sourcing and resizing for websites

**Desirable**

- Ability to learn on the job and develop new skills
- Ability to create copy for use in media

**Knowledge**

**Essential:**

- Ability to work sympathetically and appropriately with survivors of domestic abuse and specialist service providers
- An understanding of the issues involved in publicising and presenting a sensitive subject like domestic violence to the public and media

**Desirable**

- An understanding of the experiences, needs and effects of domestic abuse on women and children

- An understanding of the principles and practices of journalists, the press/media and marketing.

### **Education / Training**

- No formal qualifications required.

### **Other Requirements**

#### **Essential:**

- Able to demonstrate a commitment and sensitivity of the aims and objectives of Women's Aid
- Commitment to anti-discriminatory practice and equal opportunities
- Willingness to work occasional unsocial hours as required

## SUMMARY OF TERMS AND CONDITIONS OF EMPLOYMENT

**Terms of appointment:** Confirmation of appointment will be subject to the satisfactory completion of a probationary period. This will normally be of six months (less for short term contracts). During this time an employee will be expected to establish their suitability for the post. During the probationary period employment may be terminated in writing, giving one week's notice by either party (this may be waived by mutual agreement). Only any statutory dismissal procedure will apply during the probationary period. There is no probationary period for contracts of under 3 months.

**Salary:** £29,450. Salary is paid in arrears through bank credit by the 25th of each month. Part time staff receive pro-rata payment based on hours worked.

**Working hours:** The standard working hours for this post are 37 hours per week; benefits include a generous bank holiday and annual leave package and contributory pension scheme.

**Support and supervision:** Women's Aid has a commitment to providing regular supervision and support to staff with annual appraisals forming a key part of staff development. We have a training policy in place and encourage staff to take an active role in their career development plan.

**Pension:** Women's Aid is enrolled with the People's Pension scheme. Women's Aid normally contributes 7% of salary and the employee contributes 3% towards the group pension scheme. Eligible staff will be automatically enrolled on the scheme when they have successfully completed the 3-month interim probationary review.

**Annual Leave:** Women's Aid offers an annual leave entitlement of 25 days per year rising by one day per year until 30 days annual leave per year is reached. In addition, we offer 8 Bank Holiday public plus 2 additional days in March and August to celebrate International Women's Day and the Tuesday after the August Bank holiday). All leave entitlement is calculated pro-rata for part time employees.

**Other leave:** Employees have contractual rights to time off for reasons of sickness, maternity, and other circumstances.

**Period of notice: 1 month after your probationary period has been completed.**

**Union:** You have a right to membership of a trade union. Women's Aid recognises Unison.

**Asylum and Immigration Act 1996:** To confirm your right to work in the UK, Women's Aid will need to see the original of at least one document from a specified list (available on the gov.uk website). Most commonly this is a British Passport. **Additional information is available on request.**