



SOCIAL MEDIA AND CONTENT OFFICER

SALARY:	£28,246 per annum pro rata
HOURS:	18 hours per week
ANNUAL LEAVE:	25 days pro rata. After 5 years of service you will be entitled to an additional week of annual leave (subject to a maximum of 30 days)
LOCATION:	Harrow Lodge House office, Hornchurch and hybrid working
REPORTING TO:	Fundraising & Community Engagement Manager
DIRECT REPORTS:	None
CONTRACT TYPE:	Permanent
DBS REQUIRED:	Enhanced

Purpose of the role:

We are looking for a highly motivated and organised Social Media and Content Officer with a background in marketing. The successful candidate will be a proactive worker and able to demonstrate strong communication and collaboration skills. They will play a crucial part in building and maintaining our digital presence.

Supported by the Fundraising & Community Engagement Manager, you will work closely with colleagues across the organisation to manage our social media presence. You will use your creativity and strong copywriting skills to work with colleagues to develop a strategy and engaging content for our social channels and continue to grow our presence online.

This role would be a good fit for someone agile, creative, and enthusiastic about learning more and creating exciting and impactful social media content. We are looking for strong copywriting skills and experience working on social media campaigns.

To be successful in your application you'll need:

- Experience creating content (including reels for Instagram) for and managing social media channels, including Facebook, Instagram, Twitter, Youtube and LinkedIn
- Ability to create high-level engaging content in both short form video, photographs and graphic posts
- Experience with social media reporting tools, monitoring management and community management

- Knowledge and understanding of social media best practice and following latest trends
- Excellent writing, copy-editing and proofreading skills, with an eye for detail and a strong command of the English language
- Ability to communicate, work collaboratively and build good working relationships
- Strong organisational skills with the ability to work proactively and manage multiple projects concurrently
- Good levels of flexibility

Duties and Key Responsibilities

- To plan, create and post social media content in liaison with relevant stakeholders (both internal and external)
- To write and edit content for wider communications activity
- To inform the organisation's social media strategy, liaising with relevant colleagues to ensure a coordinated approach around campaigns, events and external affairs
- To maximise exposure of Mind in Havering, Barking and Dagenham's fundraising events and services.
- To horizon scan and monitor the news agenda to create reactive content and assess potential reputational and safeguarding risks
- To respond to queries received on social media, including signposting to support
- To report on social media activity, using social insights/analytics and using data to inform activities
- To seek out opportunities for engagement and to engage with high-profile social media accounts, including influencers and relevant decision-makers and stakeholders
- To support internal staff with social media content advice and training – up to and including the chief executive

Communications

- To maintain the charity's website, ensuring there is new, relevant content and service information is up-to-date
- To assist with content generation for internal and external communications
- To proofread and copy edit, as required
- To contribute to and incorporate social media within wider communications

Design

- To create digital assets for distribution on social media using tools such as Canva, in line with Mind 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 administrative tasks, and research as 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 Senior Management Team

- To ensure the safety and wellbeing of clients sharing their stories on public platforms, always following organisational safeguarding protocols
- The nature of social media means that occasional unsociable hours will be required to respond to key campaign or media moments

Person Specification

Criteria	Essential/ Desirable
Experience	
At least 1 years' experience running multi-platform social media, ideally in a professional capacity	E
Experience delivering in a busy team, working cross functionally and closely with other colleagues	E
Experience developing and implementing a content schedule across social media	E
Experience collecting and reporting on social media analytics and using as part of cycle of evaluation and improvement	E
Experience of creating powerful design graphics and re-sizing images for use on social media, using design programmes like Canva	E
Experience of maintaining online / social media communities including targeting audiences and responding to interactions	E
Experience writing copy for social media publication	E
Experience of collecting analytics and data on web stats using Google Analytics	D
Experience of using WordPress or other content management systems	D
Skills & Abilities	
The ability to write / edit for social media channels	E
Excellent writing skills	E
Excellent proofreading and editing skills	E
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	E
Ability to work on several projects to deadlines in a complex, changing environment	E
Proficient in word processing and databases, preferably in a Windows based environment	E
Ability to learn on the job and develop new skills	D
Ability to create copy for use in media	D
Knowledge	
Ability to work appropriately with our clients current and past, with an understanding of mental health issues	E
An understanding of the issues involved in publicising and presenting a sensitive subject like mental health and suicide to the public and media	E
An understanding of the experiences, needs and effects of mental health	D
Education / Training	

A digital marketing qualification	D
Behaviours	
Able to demonstrate a commitment and sensitivity of the aims and objectives of Mind in Havering, Barking & Dagenham	E
Commitment to anti-discriminatory practice and equal opportunities	E
Willingness to work occasional unsocial hours as required	E