

Social Media Support Officer

Role Title: Social Media Support Officer

Reports To: Digital Manager

Department: Fundraising and Marketing

Contract: Full time, permanent (subject to 6 month probationary period)

Salary: Support Officer, £25,081 – £29,262.

Main Place of Work: 181 Oxford Street (3rd Floor), London, W1D 2JT. The building has a small lift which is only accessible from 1st floor landing.

About the role

We are recruiting a Social Media Support Officer who will work across both organisations to support the delivery of our strategic plan. The successful candidate will take the lead on creating content for our social media channels (primarily Facebook and Twitter) and developing these into one of our most effective campaigning tools.

This would suit someone with experience of social media marketing and/or digital campaigning, looking for a challenging new role developing two organisation's approach to social media.

Dignity in Dying

So that no-one suffers needlessly and against their wishes in the final days or weeks of their life, Dignity in Dying campaigns for greater choice, control and access to services at the end of life. We advocate providing terminally ill adults with the choice of an assisted death, within strict legal safeguards, and for universal access to good quality end-of-life care.

Using creativity and strong communication skills, this role will ensure our message gets across to the public and stakeholders. You will be responsible for a verified Twitter account with over 50k followers and a Facebook page with over 174k likes. You will have an exciting opportunity to develop a community of extremely passionate supporters with a level of engagement higher than many equivalent sized organisations/campaigns.

Compassion in Dying

Compassion in Dying delivers expert advice and support to individuals on how to plan for the end of their lives, in particular recording their wishes in an Advance Decision (known as a 'Living Will'). Whilst vitally important, end-of-life planning is something many people do not want to think about, do not think is relevant to them or is something to 'put off' until later.

Using imagination and the ability to convey complex and sensitive subjects in an engaging and accessible way, this role will help us to advance an important but often overlooked issue. In particular, the role is responsible for developing new, engaging and interesting ways to inform people and encourage them to take seriously the issue of end-of-life planning.

With a smaller follower base than Dignity in Dying, the social media channels of Compassion in Dying have potential to grow. Showcasing the excellent services we provide will be an interesting challenge to the candidate.

Key Responsibilities

- Promote the mission of both Dignity in Dying and Compassion in Dying – inspire and educate audiences so that they take action.
- Manage social media marketing and fundraising activities focusing on Twitter and Facebook
- Source and develop content (including stories, videos and pictures) to be used across social media channels using the appropriate tone-of-voice.
- Ensure each channel is well managed with appropriate content for our target audiences.
- Expand the reach and level of engagement of social media activities, with a focus on engaging key stakeholders and the delivery of supporter journeys.
- Analyse the effectiveness of your work, using tools such as social media analytics, to develop an iterative approach to improvement.
- Use both organic and paid approaches to achieving objectives via social channels.
- Working closely with the senior management team and the digital manager to help raise the profile of both organisations, with a particular focus on growing the profile of Compassion in Dying.
- Assist staff in other departments to use social media effectively as part of their roles.
- Be aware of a changing digital landscape - monitor trends, be aware of new products and look beyond the 3rd sector for insight and knowledge
- There may also be opportunities to be involved in other areas, such as paid search, SEO, digital strategy development and analytics.

Person Specification

Experience

- Experience of managing a social media presence for a brand, organisation or campaign.
- Experience of using digital tools and social media applications, this may include, but is not limited to tools like Tweetdeck, Buffer, Trello etc.
- Experience of content creation – particularly using design software like Adobe Photoshop / Illustrator / InDesign highly desirable.
- Experience of paid for digital advertising, such as on Facebook and paid search, is desirable.

Skills and Abilities

- Copy writing – with a focus on social media and the ability to express complex ideas in concise text.
- The role requires a confident, articulate and pro-active individual who is focussed and a great team player.
- Attention to detail.
- A good eye for design.
- Excellent IT skills.
- Ability to assimilate new skills and information.

General:

- Commitment to Dignity in Dying's vision and mission.
- Commitment to Compassion in Dying's vision and mission.
- Commitment to occasionally work unsociable hours to provide out-of-hours social media cover when required.

Organisational Behaviours**Leading by example**

You lead by example through your behaviours and motivate others through your professional approach to work.

Trust and respect others

You are aware of your impact on others and treat other people with kindness and respect. You value diversity and listen carefully to understand the views of others.

Proactive and supportive team member

You work with others to reach a common goal by sharing information and supporting colleagues.

Strive to be the best

With a positive attitude, you work to a high standard to meet personal and organisational expectations.

Responsibility and initiative

You take ownership of your work and take responsibility for your actions and decisions. You use your initiative and take pride in what you do.