



## **Social Media Support Officer**

**Role title:** Social Media Support Officer

**Reports to:** Campaign Communications Officer

**Department:** Fundraising and Marketing

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

**Salary:** £27,977 - £34,972 dependent on experience

**Application:** Please send a Cover Letter and CV to [jessicacappi@dignityindying.org.uk](mailto:jessicacappi@dignityindying.org.uk)

**Application deadline:** 5pm, 2nd May 2022. Please note applications will be reviewed on a rolling basis so the post may be filled before the deadline. We are intending to hold in-person interviews on the 9th and 11<sup>th</sup> May.

**Main Place of Work:** We operate a hybrid model of working from 181 Oxford Street (3rd Floor), London, W1D 2JT combined with home working. The office building has a small lift, only accessible from 1st floor landing.

We operate a flexible working policy around the core working hours of 10am – 4pm and expect staff to attend the office at least once a week (government guidelines permitting) and to ensure they are present for key meetings and events.

## **About us**

### **Dignity in Dying**

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

### **Compassion in Dying**

Compassion in Dying supports people to prepare for the end of life: how to talk about it, plan for it and record their wishes. We have supported more than 70,000 people to consider and record their wishes through our nurse-led information line, digital services and community engagement work.

We amplify the voices of the people we support to drive changes in end of life care and help to ensure each person gets the care and treatment that is right for them.

## About the role

Change is made online. We are recruiting a Social Media Support Officer to work across both Dignity in Dying and Compassion in Dying as, together, the two organisations lead a social movement to transform death and dying in the UK.

You will be responsible for delivering both organisations' organic social media output and moderating comments and messages we receive through these channels. Key responsibilities include:

- Leading the social media channels of both organisations.
- Inspiring and educating audiences so that they take action and feel part of a wider movement.
- Writing engaging and effective content, ensuring both organisations tell a consistent story across multiple communication channels.
- Working sensitively and professionally with a variety of stakeholders including people with lived experience, politicians and celebrity supporters to share their stories and raise awareness of both organisations' work.
- Organising our social media community, including moderating comments and answering questions.
- With the support of the Digital Manager, generate ideas to expand the reach and engagement of both organisations' social media.
- Analysing the effectiveness of our social media strategy, using tools such as social media analytics.
- Working with the Digital Content Support Officer to develop engaging visual content (including stories, videos and pictures) to be used across social media channels using the appropriate tone-of-voice.
- Working closely with the Digital Manager to support Compassion in Dying's work in the end-of-life sector.
- Assisting staff in other departments to use social media effectively and provide advice and support when required.
- Providing some out-of-hours cover for our social media channels.
- Providing regular and ad hoc reporting on social media reach and influence.
- Attending internal strategic and creative meetings and feeding in insights from our social media engagement and monitoring to inform the wider work of both organisations.
- Answering the phone to Dignity in Dying members and supporters and providing day to day support to the wider team in the office.

## About you

You live and breathe social media and are excited by the range of ways it can be used to effect change for assisted dying and end-of-life issues.

You are a natural communicator and storyteller with the ability to write engaging, audience-specific copy across a range of social media platforms (Twitter, Facebook, and Instagram).

You have detailed experience of social media, for a brand, organisation, or campaign - or for yourself personally. You have some understanding of conducting analysis of performance using analytics. You have some experience of Facebook advertising and other paid-for social content and how they work.

You are organised and have demonstrable experience managing multiple briefs and conflicting priorities.

You are tuned into social media trends and are quick to leverage reactive opportunities to engage audiences.

You have excellent IT skills and either have experience of or would be quick to get to grips with a range of relevant digital tools e.g. Tweetdeck, Buffer and content creation software e.g. Adobe Photoshop, InDesign or similar.

You are passionately committed to both organisations' visions and missions.

*In your cover letter, please show us how you meet these criteria using specific examples e.g. "I grew a Twitter following by 25% by..." You may be stronger in some areas than others and we don't expect candidates to meet every single criteria. We want to see that you are passionate about our mission and have the potential to pick up any skills you don't already have on the job.*

## **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.