

Job Title: Social Media Officer
 Reporting to: Social Media Manager
 Direct Reports: 0

Job Band: Band 5
 Size of Team: 21

The Social Media Officer is responsible for implementing the organisation’s social media strategy across all social platforms. Reporting into the Social Media Manager, and sitting within the external communications team, the post-holder will work collaboratively with departments across the organisation to populate national social media feeds with a steady stream of highly engaging content. The incumbent has had exposure to customer service and is an avid user of social media.

Key Responsibilities

- Coordinate St John Ambulance’s presence and engage the public on social media platforms including but not limited to Facebook, Twitter, Instagram and LinkedIn.
- Promote our work, build engagement and inspire new supporters using evidence-based reporting and analysis. Monitor and report on social media performance using tools such as Facebook Insights and Hootsuite
- Oversee community management across all social platforms. Foster meaningful engagement and nurture external relationships through comment moderation and regular page monitoring.
- Work closely with the Social Media Manager to support a team of virtual, volunteer Social Media Champions as a point of contact. Help ensure adequate social support is provided for the organisation’s large volunteer network
- Continuously aid in the planning and creation of platform-optimised, high quality and highly engaging social media content for a variety of audiences with the organisation’s content team.
- Maintain a strong knowledge of social media trends and innovations, identifying any that may be of benefit or interest to St John Ambulance.
- Occasionally monitor social media out of hours, as part of social media monitoring rota.
- Form effective working relationships with all staff members, volunteers and relevant outside organisations. As a passionate advocate, solidify the importance and potential of social as a tool and help to disseminate best practice.
- Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

You will

- Be able to work on your own initiative and be motivated to achieve both personally and within a team
- Have willingness to learn and adapt new skills



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Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level or equivalent (Grade C) inc Maths & English	✓	
Formal training in relevant social tools, analytics or similar		✓
Experience		
Can demonstrate experience of working on professional social media campaigns with a sound knowledge of Facebook, Instagram, Twitter and LinkedIn	✓	
Can demonstrate experience of community management on social media platforms	✓	
Experience operating in a target-driven environment	✓	
Experience in commissioning and creating platform and audience-optimised content	✓	
Can analyse and interpret data generated by social media management and analytics tools, e.g. Hootsuite	✓	
Experience in influencer marketing and/or partnerships		✓
Skills, knowledge and abilities		
Knowledge of Google Analytics, Photoshop (or similar), video editing		✓
Excellent copy writing and editing skills and experience	✓	
Understanding of voluntary sector		✓
Ability to work collaboratively within cross function teams and in a matrix style of working	✓	
Strong attention to detail	✓	
Strong communication skills	✓	
Ability to prioritise busy workloads, ability to work quickly and accurately, an appreciation of data and analytics to demonstrate benefits	✓	

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: JR

Date of preparation: 01/10/2018