Social & Digital Officer

Job Description & Person Specification

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| **Job title** | **Social & Digital Officer** |
| **Reports to** | Communications Lead |
| **Responsible for** | Our social media channels, assessing their performance and making improvements to reach more people with our mission. |
| Meeting the digital administrative needs of the Marketing Dept and wider organisation |
| **Salary** | £19,312 FTE + Benefits. Scope to increase within this Grade through training, or by having additional skills/qualifications outside of this specification. |
| **Contract** | 12 months until June 2023 with the possibility of extension |
| **Hours** | 18.5 hours per week to be worked flexibly to meet the requirements of the service |
| **Workbase** | Flexible – mix of homeworking plus some time at TLC Head Office: Floor 5, Trafford House, Chester Road, Trafford, Manchester with travel occasionally required |

**About TLC: Talk, Listen, Change**

We have been offering relationship services to individuals, couples, families and communities for over 40 years. In April 2017, we disaffiliated from a national organisation to form a new, independent, local charity: TLC, Talk, Listen, Change.

We offer counselling and therapy, domestic abuse services (specialising in working with perpetrators) and community programmes across the Northwest of England and beyond.

We have a team of over 140 staff, volunteering teams and 12 trustees. We doubled in size from 2017-2019 and with big ambitions were able to almost double again in 2020-2022.

We continue to expand our support services, with a focus on innovative projects, in a variety of communities where they are needed most.

Our mission is; Safe, Healthy & Happy Relationships

**Job Purpose:**

Due to our growth, we have assessed the need to provide additional digital marketing support to our charity.

This role will be responsible for managing our existing social media channels, assessing their performance and making improvements to reach more people with our mission.

The role would suit a creative and analytical self-starter who loves creating content and developing campaigns. We’re looking for somebody who is confident, who will rise to the challenge of improving our existing channels and bringing new ideas to the table.

You will be working within the Marketing Department, made up of the the Social & Digital Assistant, Communications Lead and Creative Design Lead. But have the autonomy and responsibility to schedule and post existing content, create new content, engage existing followers and grow our audiences.

Our charity is an exciting place to work, and with a lot going on. You will be somebody who is quick to learn, not afraid to ask questions, and excellent at retaining department and service information to assist with inbox enquiries. You will be supported by the wider Marketing Department, but responsible for working individually to pull together different kinds of media which communicate our mission. This may include basic video, photography, typography etc. And may mean liaising with not only the Communications Lead and Creative Design Lead, but also our Directors, Heads of Service, Practitioners or our CEO.

As an organisation we are constantly adapting to ensure we are a great place to work. We are creating a strong reputation as a fantastic company with a welcoming culture.

Bonus points if you’re passionate about the charity sector!

Does this sound like it might be for you?

**Key Responsibilities:**

* Assess our current channels and recommend improvements
* Be responsible for regularly posting (both live and scheduled on our existing channels
* Staying up to date with current trends on social media and in related digital marketing
* Producing new and varied content for our social media channels and uploading and distributing these to shared drives, and within the website CMS (WordPress)
* Engage with our audiences in real time, this may include in-person event attendance.
* Ensure our charity mission is represented in a professional and engaging way, and be a guardian of the brand
* Monitor our social media platforms and digital analytics to make improvements. As well as reporting findings (when needed) to the Communications Lead or Director of Development to feed into the wider strategy and/or to pass on to the Trustee Marketing subcommittee.
* Report on TLC’s digital performance
* Undertake all administrative work generated by the post, such as progress reports, scheduling and filing. This may also include, but not limited to, listing and closing jobs, posting and managing Eventbrite or Facebook event listings, and chasing inbox enquiries

**Benefits:**

* CPD allowance of £150 per year for external training or development opportunities
* Internal training where appropriate and/or required
* Support to develop your skills and interests
* Opportunity for flexible working where appropriate
* Access to conferences, networking and development opportunities
* A positive working environment where creativity, independent thinking and ideas are encouraged
* Inclusive and generous policies and procedures that allow for work/life balance
* 28 days paid leave per year (pro rata)
* Additional Christmas Closedown leave - paid
* Your Birthday off, every year!
* A guarantee to be paid the Real Living Wage

**Full Person Specification:**

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| **ATTRIBUTES** | **ESSENTIAL** | **DESIRABLE** | | **IDENTIFIED** |
| **EDUCATION**  **TRAINING**  **KNOWLEDGE** | Knowledge of social media platforms including Facebook, Instagram, Twitter and Linked In  Knowledge of paid advertising on social media  Good standard of literacy and numeracy and IT competency   Working knowledge of Microsoft Office Packages such as Word, Excel, Outlook | Degree or professional qualification in marketing or related experience  Experience in using conent scheduling software. |  | |
| **RELEVANT**  **EXPERIENCE**  **(Paid or Voluntary)** | Experience of developing an online following and engagement with online communities  Experience in, or a willingness to learn email marketing  Experience in, or a willingness to learn Google Adwords, Analytics, Google Business & SEO  Experience in, or a willingness to learn how to manage a website and update content regularly | Experience or knowledge of the charity sector  Experience using CMS systems such as Wordpress and charity log (to extract numerical or qualitative data to add to posts)  Experience in online brand development or development though social media |  | |
| **SKILLS AND**  **ABILITIES** | Ability to analyse campaigns and make suggestions for changes accordingly  A strong verbal and written communicator  Able to build positive relationships with colleagues, external agencies and suppliers  Able to receive constructive feedback and alter content accordingly   Ability to work to deadlines and remain calm under pressure  Keen eye for detail and quality |  |  | |
| **PERSONAL**  **ATTRIBUTES**  **&**  **OTHER FACTORS** | Dynamic & self-starter who is interested in making the role their own  Ability to work in collaboration as part of a team  Analytical  Imaginative, creative & curious to hone skills and embrace new technology  Self-motivated and self-disciplined, able to prioritise own work load and that of the wider team and deliver to deadlines   Commitment to equality and diversity  An interest in the charity sector and TLC’s charity mission |  |  | |