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Job description

Job title: Social Media and Communications Coordinator

Responsible to: Head of Communications and Marketing

Staff reporting: none

Department: Communications and Marketing

Contract: Permanent/full-time

Salary: £25,215 (inclusive of ILWA if applicable)

Location: 20 Great Dover Street, London, SE1 4LX – currently hybrid working

Date updated: May 2023

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## Introduction

As we continue to deliver on our five-year strategy for the organisation, the Social Media and Communications Coordinator has a key role to play in delivering communications to our stakeholders including carers, members, supporters, volunteers, partner organisations and staff. The post holder will promote the best use of social media throughout the organisation, developing and delivering organic, earned and paid campaigns across social channels and work with the team to coordinate and publish content across our other owned channels.

The Social Media and Communications Coordinator will need to deliver consistent messaging, appropriate for audiences and channels, that helps build awareness of, and connection to, Carers UK.

# Job description

## Main responsibilities

* Promote social media usage throughout the organisation including harnessing the strengths of each platform, appropriateness for audience, scheduling etc
* Develop social media plans for campaigns, understanding the objectives set, key performance indicators and other success criteria
* Deliver social media campaigns on-time and within budget, with a test and evolve approach ensuring that success is maximised throughout the duration of the campaign
* Provide support to colleagues on communications and key messages to ensure amplification of all campaigns throughout the organisation
* Build and review a library of evergreen posts, standard responses and other content to ensure social channels are vibrant and relative to audiences
* Use social media management software for scheduling, reviewing and listening – providing responses to messages as required, including challenging messages, escalating as required
* Ensure that all communications reflect the experience of unpaid carers in the UK including from across a range of diverse backgrounds
* Be responsible for image selection including third party licencing considerations
* Create graphics suitable for use across social media platforms inc animation
* Ensure high levels of accessibility are maintained across all platforms and channels
* Plan and provide performance analytics reports, indicating key learnings and proposed changes to future campaign plans
* Monitor performance of competitor activity on social media and an overview of emerging trends, innovative campaigns etc from across wider industry groups, reporting back to key internal stakeholders
* Ensure quality management of all social media platforms including ensuring compliance, keeping up to date with new developments and changes to operations for each platform and integration with other systems
* Coordinate, write and distribute the internal communications and marketing email
* Collate content and design external emails through Charity Digital Mail (our emailing software), preparing data and readying for release
* Monitor ‘unsubscribes’ etc and ensure CRM systems are updated
* Manage the communications email inbox, ensuring enquiries are managed professionally, triaged appropriately with escalation where necessary
* Write, edit and proof-read communications materials to ensure consistency and compliance with Carers UK’s branding, values, key messages and style guidelines
* Contribute articles and features, as required for *Caring*, our members’ magazine
* Ensure relevant web-content is updated, accurate and optimised using our CMS
* Ensure production processes are adhered to and all work is delivered on time, within budget and to the highest standards

## General

1. To attend staff meetings and Carers UK staff conferences and events as directed.
2. Work at all times in accordance with all policies and procedures of Carers UK including the Equal Opportunities and Confidentiality Policies.
3. To reasonably undertake any other duties as required by the line manager that are commensurate with the level of the post.
4. Comply with the data protection regulations, ensuring that information on members, supporters, employees and volunteers remains confidential.

**Person specification**

## Essential

No formal qualifications specified

Skills and experience

## Excellent understanding of, and writing for all social media channels

## Excellent understanding of social media platforms and tools

## Ability to produce regular and bespoke reports on social media performance

## Experience of developing paid for or boosted campaigns for social media including establishing budgets and monitoring

## Experience of using social media scheduling tools

## Excellent interpersonal communication skills, with the ability to build relationships

## Excellent written skills for both offline and online channels

## Excellent verbal communications and presentation skills

## Experience of preparing materials for online publication

## Understanding of branding principals and application of these across communications

## Ability to prioritise and deliver high quality work with minimum supervision; able to multitask under pressure

## Demonstrable experience of using content management systems and understanding of delivering excellent digital user experience

## Experience of using email management software

## Experience of using Adobe Creative Suite programmes, particularly Photoshop

## Experience of creating/editing simple rich media including animations and film clips

## Understanding of the need to maintain confidentiality, complying with data protection legislation

## Understanding of diversity and representation, particularly in relation to communications and marketing

## Desirable

Empathy and understanding of the challenges and issues facing unpaid carers and an ability to relate to and empathise with the needs of individual carers

**Review**

This job description gives an outline of the main duties of the post. It does not form part of the contract of employment and may be changed from time to time in consultation with the post holder.

**Our Values**

Carers are at the heart of everything we do. We are:

* **Attentive**
* we welcome everyone and are always supportive and ready to help
* we listen carefully and respond with expertise and understanding
* **Ambitious**
* we’re courageous and innovative, aiming high and seeking out new ideas and opportunities that take us forward
* we are always learning and improving, pushing boundaries to increase our impact
* **Achievers**
* we are passionate about what we do and tenacious in our pursuit of change
* we adapt to new challenges and are always striving for excellence
* we love to collaborate and enjoy working with others to reach our goals

**Diversity and inclusion**

Carers UK is committed to becoming a diverse and truly inclusive organisation. We strive to create a workplace where our colleagues and volunteers can truly be themselves and feel like they belong and constantly seek to ensure all voices are heard.

To embrace this culture of diversity, our employee and volunteer recruitment should reflect our stakeholders and the society that we serve and support, regardless of age, race, gender, sexual orientation, physical abilities, disabilities or religious practices. We value individual diversity and are actively building diverse teams here at Carers UK and value our colleagues from a wide range of backgrounds.

As a membership charity for carers, we particularly seek employees and volunteers with a real understanding of the issues faced by carers. Reasonable adjustments can be made to the process and role dependent on the needs of the applicant.

**Benefits**

We understand what you need from us as an organisation and recognising that, offer you a rewarding role in a truly flexible and supportive working environment with many attractive benefits. We’ve developed inclusive policies and flexible working arrangements, with your wellbeing at the heart of Carers UK.

* A work life balance commitment with flexible working arrangements available in a truly flexible working culture
* 25 days holiday (excluding bank holidays) rising to 28 days with long service
* An additional 3 days leave over Christmas and New Year when the office is closed
* Up to 10 days paid carers leave
* Recognition scheme including a values winner of the month
* 6% contribution to stakeholder pension scheme
* Free access to round the clock employee assistance programme for advice and support
* Free life insurance cover 2 times your annual salary
* Eye care voucher scheme
* Socials such as weekly quizzes and ad hoc events
* A commitment to staff learning and development including access to a learning management system
* A commitment to staff wellbeing including Wellbeing Wednesdays and training
* Equality, diversity and inclusion staff networking groups
* Induction and buddy scheme
* Two paid volunteer days per year
* Central London location with excellent transport links, beautiful views of London and close to Borough Market
* Loans for bikes when you have been with us for 6 months
* Interest free season ticket loans

We are proud to be an Employers for Carers and Carer Positive member and a Living Wage Employer. We have signed the ‘Happy to Talk Flexible Working’ initiative and are committed to building the best possible environment to help carers in the workforce.

**Terms of appointment**

**Salary**: £25,215 (inclusive of ILWA if applicable)

**Contract:** permanent/full-time

**Location:** Hybrid working including at 20, Great Dover Street, London SE1 4LX

**Hours:** 35 hours a week