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# Job Description

**Job title:** Social Media Officer

**Reference:** SUS3277

**Salary:** Grade F: £24,938 per annum

**Hours:**  37.5 hours per week

**Base:** Bristol with the flexibility to work from home (Initially Home Based)

**Job purpose:**

To support the Senior Social Media Officer in managing of all social media channels: LinkedIn, Facebook, Twitter, Instagram, and YouTube, adapting content to suit different channels in line with Sustrans’ strategic priorities

**Place in organisation structure**

The post holder will report to the UK Media and Communications Manager.

**Key relationships:**

Internal: Fundraising and Engagement team

Strategic Communications team

Individual Giving and Retail team

Policy and Public Affairs teams

Behaviour Change and Engagement staff at all levels

Communications and marketing officers across Sustrans (Communications Network)

External: Partner organisations

Marketing and digital agencies

**Key responsibilities:**

* Oversee, plan and deliver content across different platforms using scheduling tools
* Influence the increase of storytelling across Sustrans working in partnership with the Content and Storytelling teams.
* Identify regional opportunities for nationally focused storytelling in line with the brand and strategic priorities
* Create engaging multimedia content in partnership with the content and storytelling teams
* Build key relationships with influencers across the social media platforms
* Support the Senior Social Media Officer in undertaking audience research and liaise with digital colleagues in Fundraising and Supporter Engagement and Strategic Communications.
* To support the implementation of a paid Social Media strategy that will grow incrementally year on year, working closely with the Digital Engagement Team.
* Moderate Sustrans all social media channels by responding to posts and developing discussions
* Monitor, track, analyse and report on performance on social media platforms, sharing insights with digital colleagues.
* Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity
* Analyse competitor activity and recommend improvements to increase performance
* Provide support to regional Communications leads
* Encourage collaboration across all teams and departments
* Moderate and engage in conversations, alerting the organisation of any reputational issues, risks and opportunities.

**Communications (general)**

* Provides support and cover for other members of the Strategic Communications and digital colleagues in Fundraising and Engagement
* Provide digital advice, support and expertise across the charity
* Raises the profile of Sustrans, by representing the charity at meetings, activities and events, as required
* Supports and complies with the charity’s guidance on branding, tone of voice and key messages, positively contributing towards raising Sustrans’ profile

**Business development**

* Contributes towards the development of new ideas and innovative strategies for product development, marketing, branding, or business opportunities

**Training and personal development**

* Attends essential Sustrans training as required by the Charity.
* Ensures own personal development by working to objectives set as part of the Charity’s appraisal process

**Health and safety and safeguarding**

* Supports and complies with the organisation’s policy for the management of Health and Safety
* Supports and complies with the organisation’s policies for the management of safeguarding, EDI and GDPR

**Other**

* Any other duties consistent with the nature and grade of the role as agreed with the line manager

**Working conditions:**

The post-holder will live close to the nominated office base although there may be opportunities to work from home at times. Overnight stays away from home may be necessary when participating in projects away from their designated base. Occasional weekend and late working may be required with time off in lieu. The post-holder must be prepared to cycle or use public transport for the majority of work journeys.

**Special note:**

This job description does not form part of the contract of employment, but indicates how that contract should be performed. The job description may be subject to amendment in the light of experience and in consultation with the jobholder.

Compiled by: Interim Head of Strategic Communications

Date: March 2021

**Social Media Officer (SUS3277)**

**Person specification:**

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| **Criteria** | **Essential** |
| Experience | Experience of working in a creative and results-driven B2B/B2C communications teamProven experience of creating effective and relevant audience-focussed content and story tellingExperience of using Google Analytics (or similar)Experience of using Hootsuite (or similar) |
| Skills and abilities | Excellent interpersonal skills with the ability to develop and maintain relationships with a wide range of internal and external stakeholders at all levelsGood editing and proofreading skillsAbility to use own initiative and to work both independently and as part of a busy teamAbility to plan and effectively prioritise own workloadHigh level of ITto and digital literacyBasic video and photo editing skills |
| Knowledge | Good working knowledge of digital marketing principles and best practiceAwareness of content marketing best practice, including SEO |
| Other | Committed to Sustrans’ vision and the promotion of sustainable transportA can-do attitude and an enthusiasm for self-improvement, new technology and digital communications. |

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| **Criteria** | **Desirable** |
| Experience | Previous experience of working in a charity or not-for-profit organisationExperience of working collaboratively within an matrix organisation Experience of running paid-for and organic social media advertising campaigns  |
| Skills and abilities | Ability to think creatively to develop social media campaigns and initiatives |
| Knowledge | Good understanding of the role that cycling and walking can play in tackling air quality, congestion and health issues. |