

Role Profile

Overview	
Job Title	Social Media Strategist
Main Purpose	To pioneer our social media by creating and implementing strategies, campaigns and posts that grow our follower base across our social channels, engage and retain those followers, and convert support into donations and other actions e.g. mailing list sign-ups, event registrations, regular giving, resources downloads and other conversions
Department	Communications
Location	Manchester
Reporting To	Head of Digital and Communications
Key Result Areas	
<p>A key outcome for this role is help drive revenue into the organisation through increased and improved engagement with new and existing donors, supporters and businesses.</p> <ul style="list-style-type: none"> • Build our social media strategy at the top, middle and bottom of our online platforms • Build and manage the organisation’s social media profiles and presence • Develop influencer collaboration across our database • Data manage our social engagement and reach, providing weekly summaries of stats advising on the journey development and strategy required to aid impact and growth • Optimising content for lead generation • Measure results and optimise the lead nurturing workflows for taking supporters to giving lines • Develop documentation and road maps for social media strategies 	

Main Duties

The purpose of this role is to pioneer through a constantly evolving virtual space and so the boundaries are limited only by your own innovation and ingenuity, which we hope will be limitless. As a starting point however you will be expected to:

- Create, build and manage the organisation's social media blueprint and presence including Facebook, Instagram, Twitter and LinkedIn and additional channels that may be deemed relevant.
- Run regular social promotions and campaigns and track their success eg Twitter chats and LinkedIn discussions
- Work alongside other in-house and external marketers and content makers to help distribute content that educates and informs our audiences and supporters of our work, culture and values
- Explore new ways to engage and identify new social networks to reach target supporters
- Track, measure and analyse all initiatives to report on social media ROI
- Collaborate with and manage relationships with external partners, influencers and agencies

Soft Skills	Technical Skills
<ul style="list-style-type: none"> • Strong work ethic • Up-to-date with industry developments • Relationship management • Analytical problem solving • Self-motivation • Critical thinking • Communication (including presentation) • Listening & providing feedback • Attention to detail • Ability to meet deadlines and work under pressure • Setting goals and sticking to them, utilizing software and digital tools to do so where necessary • Excellent analytical and strategic mindset • Measure results and optimise workflows improving conversion rates • Work to minimise donor decay and unsubscribes while increasing the productivity of outward comms 	<ul style="list-style-type: none"> • Ability to write and follow a professional social campaign plan / content distribution plan, a posting schedule and post-campaign report/debrief • Engaging copywriting and storytelling in line with brand standards and tone-of-voice • Expert-level, comprehensive skills with at least one and preferably multiple social media scheduling platforms (e.g. Hootsuite, Buffer, Later, Preview, Tweetdeck, Creator Studio, SproutSocial) • Familiarity with relationship between social and web properties in terms of analytics, tracking, goals and conversions, via e.g. Facebook Pixel, Google Analytics, or Google Tag Manager, plus knowledge of how meta tags and other meta elements on webpages influence social link previews and clicks/engagement • Basic graphic design skills to manipulate images, graphics, photography etc to determine the optimal ways of displaying our visual assets and content, working alongside our graphic design team • Experience with online customer / client / supporter / donor care and stewardship – answering queries and dealing with comments, DMs and shares on social media in a way that builds community, mitigates risk and nurtures a relationship • Experience with handling crisis comms / a viral moment on social media, making the most of opportunities and defusing difficult situations • Familiarity with the equipment and kit needed for effective livestreaming and sharing of short video clips on platforms such as Facebook Live & Watch, Instagram Live & Stories, Twitter Live and other emerging social networks, working alongside our specialists in video production/photography (Desirable) • Awareness of laws and regulations surrounding online privacy and data-gathering (e.g. GDPR and PECR in Europe, cookies, privacy policies, custom audiences and anonymization, ad targeting etc) (Desirable)

Experience & Education

- 4+ years in a similar role in a professional capacity
- Voluntary or professional experience with a charity or other fundraising-driven non-profit organisation or social enterprise (desirable)
- Marketing qualification or certification (desirable)