

Job Description:

Social Media Executive – August 2019

Job Purpose:

To promote and manage our brand on social media and grow the reach of our social media platforms through the recruitment of new followers and retention of loyal followers by producing engaging content and being responsive to follower engagement.

Supervised by:

Digital Marketing Manager

Reports to:

Head of Brand Communications

Direct Reports:

None

Be prepared to converse sensitively and empathetically with members of the public who may be going through current or recent traumatic experiences.

Main duties:

- Implement and manage all of our day to day social media activities, as determined by charity's priorities, goals, and our digital marketing strategy, driving the brand forwards, promoting our campaigns, delighting our community, fostering loyalty, increasing donations
- Plan, produce and schedule all content on Facebook, Twitter, Instagram, drafting copy and editing images using tools including photoshop as and where necessary, including all paid and promoted posts/adverts
- Contribute to LinkedIn and YouTube content when and where appropriate
- Oversee and respond to all daily activity and engagements on Facebook, Twitter, Instagram
- Identify and nurture social media influencers for our brand, especially on Twitter and Instagram
- Keep up to date on the social media activity of other organisations and charities in the medical and health sector

- Keep up to date on all trends and best practice in social media, as well as changes to platforms rules, interactions, algorithms and reporting data
- Ensure a consistent brand message and tone of voice across all social media channels
- Work with other departments to ensure our social media feeds top into and coincide with other key activity
- Proactive role in out of hours (evening and weekends) rota for social media monitoring
- Generate weekly and other specific activity reporting
- Record and keep track of social media budget spend
- Join team meetings and provide honest and constructive input where required / appropriate
- Ensure that central administration systems in place at Brain Tumour Research are complied with and that all contact and conversations with supporters are correctly entered onto Brain Tumour Research's database
- Ensure that all relevant charity and other legislation is complied with
- Comply with Brain Tumour Research's internal policies as appropriate
- Undertake any other reasonable duties as required by the Head of Brand Comms and/or other members of the Management Team