



Brain Tumour Research

Together we will find a cure

Job Description:

Social Media Executive

Job Purpose

To raise awareness of Brain Tumour Research's cause, by growing the reach of our social media platforms, recruiting new followers, and retaining our current followers by producing engaging content and responding to follower engagement.

The successful candidate will be creative and innovative, generating ideas to promote our social media, while ensuring our brand guidelines are protected.

The Social Media Executive must have excellent communication skills, with the ability to work sensitively and diplomatically with others, both internally and externally. Crucially they should also have a high level of empathy for the cause and be able to converse sensitively and empathetically with members of the public who may be going through current or recent traumatic experiences.

The Social Media Executive works closely with the Digital Marketing Manager, Marketing and Communications team as well as working cross-functionally with different departments such as PR and Comms or Research, Policy and Innovation, to support sharing updates and breaking news.

Key stakeholders will include patients and their family and friends and other community stakeholders, corporate and major donor prospects, researchers and clinicians, MP's and Parliamentarians, as well as other influencers.

Contract : Full Time (35 hours pw) – Permanent

Reports to: Digital Marketing and Social Media Manager

Salary: Circa £21k

Location: Head Office, Milton Keynes, with the flexibility of a hybrid working model

Direct Reports: None

Main Responsibilities:

- Implement and manage all of our day-to-day social media activities, as determined by the charity's top level objectives

- Plan, produce and schedule all content for all our platforms, including Facebook, Twitter, Instagram and TikTok, using scheduling tools as appropriate
- Draft copy and edit images for all posts, including paid and promoted posts/adverts using tools such as photoshop
- Contribute to LinkedIn and Youtube content when and where appropriate
- Ensure supporter queries through messages on our social media platforms and emails are managed and responded to appropriately
- Identify and nurture social media influencers for our brand
- Ensure a consistent brand message and tone of voice across all social media channels and keep the content bank up to date
- Keep up to date on the social media activity of other organisations and charities in the medical and health sector
- Keep track of national campaigns and 'awareness days,' to ensure we are part of the conversation for all relevant opportunities
- 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
- Create manage and optimise paid campaigns where needed
- Generate weekly and other specific activity reporting
- Create and send weekly and one-off campaign emails using MailChimp
- Comply with Brain tumour Research's internal policies and ensure that all relevant charity and other legislation is complied with

Requisite skills and experience

- Experience in marketing and social media is essential
- Excellent communication and writing skills
- Highly organised
- High level of empathy for our cause
- Team-player and experience working cross-functionally
- Experience working in the charity sector is desirable but not essential