



**Brain Tumour  
Research**

Together we will find a cure

## **Job Description: Social Media Executive**

### **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 and managing engaging content and being responsive to follower engagement with support from the Social Media Assistant.

The successful candidate will have a positive attitude and a desire to make a difference through their passion for social media. They will be an excellent communicator with the ability to work sensitively and diplomatically with others, both internally and externally.

We are looking for someone who is highly organised with an eye for detail. 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.

Brain Tumour Research is an influential, game-changing, intelligent, and focused charity embracing its fantastic supporter base across the UK. Having bucked the trend during the pandemic, Brain Tumour Research is determined to continue its growth trajectory. We are passionate about finding a cure for brain tumours through the establishment of dedicated Brain Tumour Research Centres of Excellence around the UK and increasing the national investment in brain tumour research.

### **Working hours**

This is a full-time (35 hours per week) permanent position.

Based at our Head Office in Milton Keynes with a hybrid working model of up to two days working from home per week.

Flexible hours are available between 8am-6pm Mon-Fri but there will be times when additional hours are required (evening and weekends) with this role to complete specific projects and achieve objectives, launch marketing campaigns, attend external meetings, join conferences, etc.

### **Supervising: Social Media Assistant**

**Reports to:** Digital Marketing and Social Media Manager

**Salary:** Circa. £25,000 pa.

## Main duties:

- Implement and manage all of our day-to-day social media activities, as determined by the charity's priorities, goals, and our digital marketing strategy, driving the brand forward, promoting our campaigns, delighting our community, fostering loyalty and increasing donations
- Plan, produce and schedule all content for all our platforms – Facebook, Twitter, Instagram and LinkedIn using various scheduling tools as appropriate
- Draft copy and edit images for all posts, including paid and promoted posts/adverts using tools such as photoshop (training can be provided) at a basic level as and where necessary
- Contribute to LinkedIn and YouTube content when and where appropriate
- Oversee and help to respond to all daily activity and engagements on Facebook, Twitter, Instagram and LinkedIn (with more platforms to follow) with support from our Social Media Assistant
- Ensure supporter queries through messages on our social platforms and emails are managed and responded to appropriately with support from the Social Media Assistant, following an agreed set of processes
- Identify and nurture social media influencers for our brand, especially on Twitter and Instagram
- Ensure a consistent brand message and tone of voice across all social media channels and keep the content bank up to date, ensuring it is re-used effectively
- Keep up to date on the social media activity of other organisations and charities in the medical and health sector
- Keep track of all awareness days, weeks and months and 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
- Work with other departments to ensure our social media feeds support and coincide with other key activity
- Create, manage and optimise paid campaigns where needed (training can be provided). Record and keep track of social media budget spend
- Generate weekly and other specific activity reporting
- Create and send weekly and one-off/campaign emails using MailChimp (training can be provided)
- 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
- Comply with Brain Tumour Research's internal policies and ensure that all relevant charity and other legislation is complied with
- Build relationships with key stakeholders around the charity and gain knowledge of how the charity operates with a view to identifying opportunities to hand over to the Community Fundraising, PR, and other teams, that drive action and support wider charities objectives

- Join team meetings and provide honest and constructive input where appropriate
- Play a proactive role in the out of hours (evening and weekends) rota for social media monitoring and engagement
- Undertake any other reasonable duties as required by the Director of Marketing and Communications and/or other members of the Management Team