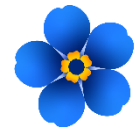


Determined to make a difference: for people affected by dementia

Can you lead the change?

Senior Social Media Officer





Senior Social Media Officer Alzheimer's Society

Position in the Organisation

- Reports to the Senior Social Media Manager
- Member of the Social Media team, which sits within the Research and Influencing Directorate

Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialist and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people living with dementia and their carers.

The Senior Social Media Officer will be the team lead for social community management, including social listening, and will more widely support the organisation to make best use of social media tools and channels. As well as managing our reactive process and associated team operations, the role will provide out of hours crisis comms support as part of a rota, and will work with a range of internal and external stakeholders to provide robust community management processes and drive effective community building across relevant social channels.

Along with shared responsibilities for managing channels and delivering great campaigns and content, the role will regularly produce reports and analysis to ensure channels, campaigns and ongoing activity are all performing in line or above internal KPIs and external industry benchmarks.

We are looking for someone who exemplifies our values, someone who is: **Determined** to make a difference when and where it matters most. A **Trusted Expert** who believes in working **Better Together** and demonstrates true **Compassion**.

Key Accountabilities and Responsibilities

- Lead social community management across the organisation, ensuring full community management for all activity (paid and organic) across all social channels on a rota, working across both internal teams and external suppliers
- Manage our social listening tools and all associated activity and reporting requirements
- Act as a point of escalation for any risk reputation issues across social channels, both in and out of hours (out of hours on a rota with the Senior Social Media Manager)
- Work with internal and external stakeholders to create and maintain robust social community management processes, identifying opportunities to streamline our approach
- Take a strategic approach to community building, looking at options to formalise our approach to Facebook Groups to meet wider objectives
- Manage key supplier relationships and any associated platforms
- Manage reporting requirements across the team in line with agreed reporting frameworks and KPIs set by the Senior Social Media Manager

- Responsible for ensuring community management and building focused KPIs are met by successful collaboration across relevant teams
- Manages key operational tasks to ensure smooth day to day running of core team responsibilities
- Work with the Senior Social Media Manager to establish a clear voice for the organisation on social media
- Create and edit compelling and innovative social media content optimised against a range of objectives. Includes the production of eye-catching graphics, video and live vide
- Work closely with cross-directorate teams to develop and implement impactful social campaign strategies and posts, ensuring appropriate messaging and content for the audience and channel
- Work with people living with dementia to champion their voices through powerful storytelling
- Work alongside the Senior Social Media Manager to embed social media strategy
- Use analytics tools to report back on the performance of our community management, day-to-day and campaign-focused social content activity, making recommendations to address gaps and optimise performance
- Line management of Social Media Officer(s) and other roles as needed
- Commission agencies, contractors or volunteers as needed
- Manage projects as directed by the Senior Social Media Manager
- Undertake other tasks as needed to ensure the successful running of our social activity

We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- To champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the Society.
- To support and enable volunteering activities.
- To implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- To be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- To administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.
- Work to embed a culture of inclusion and collaboration, within and beyond the Society.

Person Specification and Selection Criteria

Skills & Knowledge	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Experience in a similar role with transferable skills	E	A/I
Evidence of continuous professional development in areas relevant to the role	D	A/I
Significant experience and understanding of social media community management across accounts with high user engagement and interaction	E	A/I
Experience using social media to manage potential or actual crisis comms situations	E	A/I
Experience managing external suppliers to ensure suitable levels of service and value for money	D	A
Significant experience using enterprise level social media management tools and embedding use across non-digital teams	E	A
Experience managing and building active communities through Facebook Groups	D	A/I
Experience using social listening tools	E	A/I
Line management experience	D	A/I
Good knowledge and practical experience of social media marketing across a mix of paid, owned and earned activity, and how they all contribute to deliver results against a range of objectives, and as part of wider digital journeys	E	A/I
Provable experience of creating assets in image and video form, using tools such as the Adobe Creative Cloud range	E	A/I
Experience working closely with people to tell their story through compelling social-first content	E	A/I
Good experience of Google Analytics and social analytics tools, with strong analytical skills and the ability to review and interpret data, making recommendations based on insights	E	A/I
Ability to write in a clear and concise way and adapt style for channel and audience	E	A/I
Experience managing projects from start to finish and across multiple stakeholders/teams	E	A/I
Good understanding of current data protection legislation*	D	A
Competencies & Personal Attributes	Essential (E) or Desirable (D)	Application (A) or Interview (I)
Excellent communication skills, both verbal and written	E	A/I

Work collaboratively and be able to prioritise your workload effectively and remain solution focussed throughout your areas of work	E	A/I
Strong interpersonal and interpretation skills will allow you to have open jargon-free conversations with the business Excellent interpersonal communication skills and the ability to work with a wide range of internal and external stakeholders	E	A/I
Excellent organisational and timekeeping skills	E	A/I
Excellent attention to detail	E	A/I
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves	E	A/I
Be a self-starter and incredibly motivated	E	I
Take a proactive and solution-led approach to problems	E	I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role.

Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Our Benefits



Financial Security

- Group Personal Pensions Plan with Scottish Widows - with up to 8% employer contribution rate
- Life Assurance Scheme - two times your annual salary
- Society Plus and Smart Spending App - giving you unbeatable savings at hundreds of retailers
- Bike Loan Scheme
- Season Ticket Loan Scheme



Health & Wellbeing

- BUPA Healthcare Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted Gym Membership with Society Plus
- Lived Experience Networks
- Wellbeing Events
- Bike Loan Scheme



Family & Dependants

- Time off work for fertility treatment
- Time off work to support those transitioning
- Enhanced maternity and adoption leave
- Enhanced paternity leave
- Compassionate time off work and bereavement leave
- Time off work for dependants



Work Life Balance

- Minimum 27 days annual leave (pro rata'd according to start date) plus bank holidays (rising to 30 days in your second year of service with the Society)
- Career breaks
- Flexible working



Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Early career researchers
- Financial support towards relevant professional qualifications and memberships
- Career progression pathways



Recognition

- Annual people awards evening
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards

