

Job profile: Social Media Lead

Context:

The Communications team aims to shout about how God is using CAP to change lives so people are inspired to give and keep on giving, churches are compelled to run a CAP service and clients seek help. We aim to do this with inspiring and clear communications. The Communications team is made up of the Visual Media, Copy and PR teams.

Purpose:

The Social Media Lead is responsible for leading, developing and curating CAP's social media presence. By generating content strategy, coordinating content creators, cultivating key relationships and developing brand awareness, the role will grow and strengthen our online community of supporters and the people we help, leading to increased engagement and income.

Passion:

We are passionate about communicating CAP's mission and vision so that people are compelled to join the CAP family by giving, praying, opening a CAP service or asking for help.

Personality:

We are creative people, full of ideas and innovation. We want to get things right and understand what makes people tick.

Role

Accountabilities:

- Responsible for managing CAP's various social media channels – running marketing campaigns and day-to-day activities including:
 - Creating relevant content to reach the appropriate target audience.
 - Liaising with other content creators across the charity to ensure their content is timely, relevant and consistent with CAP's brand and tone of voice.
 - Monitoring, listening and responding to users while cultivating greater engagement with CAP.
- Work with Head of Communications, Communications Manager and Digital Marketing Strategy Board to set social media and digital engagement strategy.
- Work with Donor Development team to define and implement digital supporter journeys.
- Ensure all social media channels are appropriately branded with current brand and campaign content.
- Act as a central point of contact for anyone in the charity requiring social media support.
- Develop relationships with social leaders and influencers in relevant spheres.
- Monitor and engage with people running regional or subject-specific profiles to ensure they are adequately resourced and trained, and content is appropriate and effective.
- Responsible for creating engaging digital advertising campaigns, working with our visual media team.
- Work with the Data Analytics Technician to produce regular reports and social data analysis, measuring the impact of social media campaigns. Analyse, review and report on effectiveness of campaigns in an effort to maximise results.

- Become an advocate for the charity in social media spaces, engaging in dialogues and answering questions where appropriate.
- Representing social media as a communications channel within the charity, ensuring it remains on the agenda in order to gain maximum benefit from its use.
- Coordinate appropriate out of hours monitoring and cover across all social media channels.
- Monitor trends in digital and social media and identify opportunities for further growth.
- Identify threats and opportunities in user generated content surrounding the charity. Report notable threats to appropriate management.

Measurable outputs:

- Growth in engagement across all social media channels, according to targets set in yearly operational plan.
- Content posted to all social media channels on a regular basis, as defined by Digital Marketing Strategy.
- Growth in engagement with new audiences.
- Success of paid campaigns, as defined in campaign goals.
- Direct/Private messages or publicly posted questions/complaints responded to within agreed timescale.
- Queries or requests from regional account managers responded to within one working day.
- Social media platforms kept visually up to date to tie in with wider campaigns.
- Analytics and reporting completed on a monthly basis, with appropriate action taken.

Culture:

- Clearly live out and embrace the cultural values of CAP
- Clearly demonstrate a heart and passion for the charity

Other responsibilities include:

- Being willing to pray with staff
- To encourage friends, family and other contacts to support the charity through the Life Changer program, and other fundraising initiatives.

Person

Education:

- HND or equivalent education

Experience:

- Essential
 - Minimum 3 years' experience within social media and digital marketing in a charity or business environment
 - Experience of developing and implementing social media or digital content strategy
 - Proficient in content marketing theory and application, including experience of sourcing and managing content development
- Desirable
 - Other media software (e.g. Adobe Creative Cloud applications)

Skills/Abilities:

- Ability to inspire and win people over
- Organised and driven to reach targets quickly and efficiently
- Ability to demonstrate compassion and understanding when communicating in challenging situations
- Ability to work well under pressure
- Resilient
- Capable of maintaining own emotional well-being
- Adaptable
- Strong creative and innovative skills and eye for detail
- Excellent verbal and written communicator with ability to understand the unique needs of different audiences
- Excellent command of English grammar and spelling with some creative writing ability
- Naturally decisive and proactive
- Ability to motivate others
- Ability to learn new skills and adapt quickly
- Displays the ability to jump from the creative side of marketing to the analytical side
- Excellent organisational skills
- Ability to write creatively and persuasively
- A passion for excellence in all areas of work
- Flexible

Christian commitment:

- The candidate must be able to give both verbal assent to and practical demonstration of Christians Against Poverty's Statement of Faith and Core Values
- Must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of own personal faith and in line with CAP's Statement of Faith.

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