

Social Media Coordinator

Job description and person specification

Job Title: Social Media Coordinator
Reporting to: Head of Fundraising & Communications
Hours: 37.5 hours per week (Monday to Friday - flexible start between 8:30 and 9am and finish at 4:30-5pm with 30 minutes unpaid lunch break)
Salary: £25K FTE according to experience and skills
Contract: Permanent
Location: BRACE Charity Office at Southmead Hospital, Bristol BS10 5NB (hybrid working arrangements available)

OBJECTIVE: This role is responsible for complimenting BRACE’s wide-range of activity via our digital channels; Social Media and digital fundraising. You will work to create a consistent brand story across our social media, you’ll have a passion for creating engaging content in a variety of formats. This is hands-on role that will require a good understanding of what works on social media and proactive attitude towards gathering content.

ROLE: This position offers the opportunity to work within a small team that is focused on raising awareness of dementia, and whose principal objective is to support research into dementia through fundraising and the award of grants to research institutions.

KEY TASKS:

Responsibility	Includes
Social media	<ul style="list-style-type: none"> • To monitor our social media channels and respond to any social media queries within 1 hour, during 9-5pm, Monday to Friday • To monitor social media out of hours as part of the marketing team rota - a minimum of one weekend a month • Create and monitor optimised online adverts through Google Adwords, LinkedIn and Facebook to help increase our brand awareness, traffic and audience growth • To implement our content social media strategy with the support of Head of Fundraising & Communications with the implementation of the overarching marketing strategy • To provide weekly, monthly and quarterly reports on our social media performance and competitor reporting. Proactively, identifying opportunities to improve our channels and ensure they are working hard for us • To identify opportunities to increase our reach and launch new social media channels • To keep up to date with the latest best practice for running successful and engaging social media channels and identify new channels and opportunities for BRACE • With the support of the Head of Fundraising & Communications develop and implement and influencer social media strategy • To create social media assets including but not limited to; video, social media images/graphics with the support of the Fundraising & Communications team • To be the gatekeeper for our social media channels ensuring all content meets our brand standard and is tailored for the channel

Campaigns	<ul style="list-style-type: none"> • Plan and deliver social media campaigns across multiple channels • To measure campaigns effectiveness, using that data to inform future activities, implementing continuous improvement practice • Set realistic KPIs for campaigns and provide evaluation of campaign and content performance through use of metric tools.
General	<ul style="list-style-type: none"> • Drive the performance of our social media channels forward and ensure that we are identifying new opportunities and new channels to expand our brand reach • To be the main contact across the organisation for social media and work closely with the wider Fundraising & Communications team to ensure that integrated marketing campaigns are delivered, and effectiveness measured • To attend events, retail stores, clinical services and fundraising activity to gain content' not limited to photography, filming and content creation for social media • Building relationships with all teams, attending other sites, events, and face-to-face opportunities to gain quality content • Work closely with colleagues and assist with their needs on publishing on social media channels; offering support, training and advice; ensuring quality, consistency and compliance with policies and publishing protocols • To develop strong relationships with fundraising to identify content opportunities to strengthen our brand positioning

Additional tasks:

- Assisting the Head of Fundraising & Communications and other colleagues with charity-wide development initiatives
- Attending meetings and events as required both during and outside normal office hours, including the Annual Celebration and Annual Conference
- Carrying out any other duties compatible with this post as directed, from time to time, by the Head of Fundraising & Communications or Chief Executive

This list is not exhaustive and will be reviewed from time to time in discussion with the post holder.

Person specification

Essential

- Innovative and keen to find solutions to problems
- Wide knowledge of social media and its application
- Strong interpersonal skill set with the ability to be persuasive
- Excellent IT literacy
- Excellent planning, time management and organisational skills
- Excellent written and oral communication skills
- Excellent interpersonal skills, able to deal confidently and courteously with members of the public
- Experience of video conferencing and digital marketing, including targeted advertising on social media platforms
- Willingness to work flexibly in order to adapt to the needs of supporters and the charity
- Able to work unsupervised and independently from home and on the road

Desirable

- Excellent ability to motivate, inspire and influence people
- A self-starter
- Experience of setting up community & fundraising events
- A keen sense of fun and humour
- Empathy with the cause that BRACE represents (a knowledge of dementia and research is not essential, as information and informal training will be provided)