

# Social Media Officer

40 hours per week. Permanent contract

**Department:** Army Cadet Media and Communications (CMC)

**Level:** A3

**Reporting to:** Digital Media Manager

**Location:** Aldershot

## Job Description

### Purpose of the Post

As one of the biggest youth organisations in the UK, the Army Cadets are looking for a Social Media Officer to join the Cadet Media and Communications Team to oversee the Army Cadet and Combined Cadet Force presence across a multitude of public facing platforms. The Social Media Officer will be responsible for creating engaging content, analysing the effects and reporting engagement across platforms.

#### Social Platforms:

Instagram: [@ArmyCadetsUK](https://www.instagram.com/ArmyCadetsUK)

Facebook: Army Cadets UK

X: [@ArmyCadetsUK](https://www.x.com/ArmyCadetsUK)

Websites: [www.armycadets.com](http://www.armycadets.com) [www.combinedcadetforce.org](http://www.combinedcadetforce.org)

### Principal Responsibilities

#### Social Media

- Producing engaging, entertaining, educational, and informative organic content across all Army Cadets social media platforms inclusive of Facebook, Instagram, Twitter, LinkedIn and any future additions, with the aim of increasing awareness and engagement with Army Cadets.
- Ensuring content is in line with the Marketing, Communications and Engagement strategy.
- Using our Social Media management tool to schedule posts across all platforms in advance.
- Researching the audiences within each platform to provide bespoke, suitable content.
- Engaging with relevant followers, influencers, and ambassadors across social platforms.

#### Social Media Officer Job Description

Holderness House, 51-61 Clifton Street, London EC2A 4DW. [acctuk.org](http://acctuk.org)

Registered charity in England, Wales and Northern Ireland (305962) and in Scotland (SC039057)

- Reporting each month on social trends, follower, and engagement trends.
- Analysing competitor organisations social channels.
- Responding to comments & messages which come in through social media.

### **Working with our Volunteers**

- Developing templates for local volunteer Media Officers to allow for easy content creation on their platforms. This should cover static posts and short-form video content.
- Providing professional advice and support to the network of local volunteer Media Officers, including recommendations for improving their social channels.
- Working with the local volunteer Media Officers to ensure national coverage of key events.

### **General**

- Reporting as required.
- Acting as a brand guardian to ensure the Army Cadet Force (ACF) and Combined Cadet Force Army (CCF(A)) brands are consistently applied across the two disparate national organisations.
- Deputising for other members of the team as necessary.
- Traveling to ensure key national events are covered across social media.
- Working with external agencies on projects as required.

Criteria	Essential	Desirable	Methods of assessment
Qualifications and Training	<ul style="list-style-type: none"> <li>• Hands on Social Media experience working with many different platforms.</li> <li>• Great communication skills</li> <li>• The ability to think strategically and creatively.</li> </ul>	Evidence of continuing personal and professional development.	Application form, interview, certificates
Experience and knowledge	<ul style="list-style-type: none"> <li>• Familiarity with A/B testing, multi-variate experiments and other website performance evaluation techniques.</li> <li>• Experience of working with partners, internally and externally.</li> <li>• Experience creating engaging content, both static and short form video</li> <li>• Awareness of graphic design principles and familiarity with Canva or other imaging / graphic design software.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience of Sprout Social or similar Social Media Management tool.</li> </ul>	Application form, interview, references

Criteria	Essential	Desirable	Methods of assessment
Skills and ability	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills.</li> <li>• Meticulous attention to detail with good copy editing and proof-reading skills.</li> <li>• Creative and data driven way of working.</li> <li>• Effective IT skills (MS Office and management of website CMS).</li> <li>• Demonstrable success in establishing effective working relationships.</li> <li>• Planning and organisational ability.</li> <li>• Ability to work on own initiative to agreed objectives.</li> <li>• Enthusiasm, flexibility and innovation.</li> <li>• Personal credibility and confidence.</li> <li>• Discretion and sensitivity.</li> </ul>	<ul style="list-style-type: none"> <li>• Information gathering and analysis skills</li> </ul>	Application, interview, references