

Job description

Social Media Officer

Reporting to:	Senior Social Media Officer
Staff responsibility:	n/a
Salary:	£27,150 per annum plus London weighting if applicable Contributory pension scheme
Location:	Flexible – London hybrid or remote (with an expectation of some travel to London approximately once a month)
Holiday entitlement:	27 days plus three discretionary days between Christmas and New Year and statutory holidays
Terms and conditions:	Full time, 35 hours a week. Open to negotiation on flexible and part-time working patterns. The post holder may be required to work some evenings and weekends. Time off in Lieu will be given in line with the charity's policy

About Bowel Cancer UK

We're the UK's leading bowel cancer charity. We're determined to save lives and improve the quality of life of everyone affected by bowel cancer. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

We currently have around 90 staff based in England, Wales Scotland and Northern Ireland. Thanks to the generosity of our community, we're in a privileged position to be able to grow our staff team to deliver our ambitious strategy, [On a Mission](#). There are huge challenges facing bowel cancer patients across the UK and our community needs us now more than ever. We're building a strong and united team to bring us closer to a future where nobody dies of bowel cancer.

Job summary

The Social Media Officer is a key member of the digital team, helping to increase our community engagement and grow our reach. With responsibility for the day-to-day scheduling of our social media channels including Facebook, Twitter, Instagram, LinkedIn, and YouTube – you'll be the eyes and ears of the charity for all things social.

You'll be used to looking outward for news and digital trends, reacting quickly to any arising issues while also managing our own channels and community. You'll complete tasks quickly and efficiently, schedule and update content for all our social media channels, contribute content, be on the 'front line' in terms of engaging with our amazing community, be our lead on social listening and assist with regular reporting.

Working closely with the Senior Social Media Officer and the wider Marketing and Communications team, you'll also liaise with our Fundraising, Campaigns and Services teams to help communicate vital information about supporter services, health and fundraising campaigns.

The charity has big ambitions for the future, so it's a great opportunity for someone looking to grow their digital experience, bring creative energy to the team and make a real impact.

Main responsibilities

1. Community engagement and monitoring

- Provide excellent and consistent community management of our social media channels, responding to posts, sharing content where relevant, engaging with followers and ensuring a high-quality supporter experience
- Proactively seek opportunities for conversations and interactives that we should be a part of on social media
- Take an active role in social listening, spotting relevant news stories, flag issues and share developments with the teams internally

2. Planning and developing social media content

- Be responsible for the day-to-day scheduling of our social media channels including Facebook, X, Instagram, LinkedIn and YouTube

- Contribute to content creation, always thinking of engaging ways to interact with our community and new audiences
- Collaborate with the Senior Social Media Officer and teams across the organisation to create social media plans for all major projects and campaigns, ensuring they are integrated with our wider marketing and communication plan
- Contribute to planning sessions with the Content and Creative team and suggest, test and evaluate new content opportunities
- Contribute to planning, strategy and ideas for upcoming awareness days/weeks/months
- Answer any queries internally on content scheduling

3. Reporting

- Contribute to monthly, campaign and ad hoc social media analysis and evaluation to provide data-driven insights and recommendations
- Assist with analytics and testing strategies to help optimise our social media content to drive awareness, traffic and engagement
- Work with the Senior Social Media Officer on competitor analysis, contributing insights and/or recommendations for new and innovative ways to showcase our work and reach new target audiences

4. Other duties

- Keep up to date with digital innovation and how it can help us and the wider organisation with our objectives
- Have fun and challenge yourself at work
- Carry out other duties as required by the charity

- Provide out of hours cover of digital communication channels on a rota basis with the wider Marketing and Communications team

Person specification

Qualifications and experience

Essential

- Experience of social media community management
- Experience of running social media channels for an organisation and managing a social media schedule
- Some experience of using a social media scheduling tool – Sprout Social or similar (training can be provided on this)
- Some experience of monitoring, evaluation and reporting on social media channels
- An understanding of social media community management systems and listening tools
- Be passionate about digital products and display an interest in the latest trends, technologies and standards
- Some experience of creating engaging content for different audiences and channels
- Knowledge of online marketing and good understanding of major marketing channels

Desirable

- Experience of other digital tools e.g. website CMS, email marketing
- An understanding of digital design, optimisation strategy, CRO and SEO

Knowledge, skills and abilities

- Passionate about social media
- Ability to think creatively, spot trends and innovative content styles to make us stand out from the crowd and engage new audiences

- Some experience of copywriting and editorial skills
- Strong planning and organisational skills
- Strong interpersonal skills and ability to build effective working relationships
- Ability to work well under pressure and to tight deadlines to a high standard
- Ability to react quickly to changing situations
- Ability to multi-task and manage a busy workload
- Good eye for design
- Strong attention to detail and accuracy

Personal qualities

- Proactive, creative, flexible and enthusiastic with a 'can do' attitude
- Innovative with an interest in learning new things
- Curious with a desire to test and learn new techniques and approaches
- Passionate about digital marketing and have an interest in latest industry news and technical innovations
- Self-sufficient as well as able to work as part of a supportive team
- Sensitive and empathetic when liaising with supporters, patients and their families
- A strong commitment to the work we do and empathy with the experiences of people affected by bowel cancer

Safeguarding

Safeguarding is everyone's responsibility and we're committed to safeguarding children, young people and vulnerable adults and we expect all staff and volunteers to share this commitment.

Successful candidates may be subject to an enhanced disclosure from the Disclosure and Barring Service (DBS).

