






Community Moderator Shift Team Leader (Freelance)

 **Location:** Remote

 **Rate:** £16-£18 per hour

 **Reporting to:** Campaign Manager

 **Contract:** Freelance, rolling monthly

 **Hours:** Shifts Monday to Sunday 9am-3pm / 3pm - to 9pm. Evening and weekend work will be required.

Background

Social Mind are experts at using social fundraising to drive income and engagement. From product innovation, journey design and campaign builds to virtual event management, we support charities in delivering successful campaigns at scale.

Our fundraising platform, Social Sync, aims to revolutionise the sector with integrated digital fundraising campaigns and behavioural, omni-channel supporter journeys.

We empower charities to raise more money with integrated multi-platform fundraising, drive supporter acquisition and build stronger relationships with sophisticated, personal journeys unlocking each supporter's potential with meaningful insights.

The Role

As a Community Moderator Shift Lead, you will oversee the day-to-day delivery of exceptional supporter experiences as the voice of our charity partners, primarily within Facebook challenge groups.

In addition to the responsibilities of a Community Moderator, you will serve as the go-to leader during shifts, ensuring smooth operations, addressing immediate concerns, and fostering a positive and supportive environment for both supporters and the moderation team.

You will triage out-of-hours emergency support requests, determine appropriate escalation to management, and work closely with the in-house team to manage rotas ensuring consistent shift coverage, including evenings and weekends.

Regular quality assurance checks of Moderator work will be integral to your role, ensuring high standards are met across all supporter interactions.

Key Responsibilities

Shift Leadership

- Act as the primary point of contact for Community Moderators during shifts, offering guidance and resolving challenges as they arise.
- Triage and manage out-of-hours emergency support requests, escalating to management when necessary.
- Provide timely updates and feedback on shift activity and performance.

Team Support and Coordination

- Attend client briefings and support training for the community moderation team on specific campaigns to ensure that we expertly represent our clients tone of voice and brand.
- Work with in-house team to ensure adequate shift rota coverage across core hours, evenings, and weekends.
- Foster a collaborative and supportive team environment, promoting open communication and teamwork.

Quality Assurance

- Conduct regular quality assurance checks on Moderator responses and interactions, ensuring adherence to tone of voice, accuracy, and brand guidelines.
- Provide constructive feedback to Moderators to maintain and elevate service standards.

Supporter Experience

- Work with wider team to implement optimisations for campaign performance.
- Moderate challenge campaign Facebook Groups, posting engaging content to inspire and motivate the community.
- Respond to high volumes of supporter enquiries across multiple channels within agreed SLAs.
- Engage with supporter posts to create a supportive and safe community environment while answering questions accurately and in a timely manner.

Fundraising Support

- Advise event participants on fundraising best practices, helping them achieve their goals and maximise fundraising opportunities.

What You Will Do

- Ensure smooth shift operations by leading, supporting, and coordinating the activities of the Moderator team.
- Ensure that shifts meets SLA of responding to 90% of posts within 24 hours with high-quality interactions.
- Monitor rotas with in-house leadership, ensuring consistent and reliable coverage across all shifts.
- Use your personal Facebook profile to moderate groups while adhering strictly to data protection and privacy policies.
- Communicate effectively with team members and leadership, providing transparency and updates on shift performance.

Skills and Knowledge

Leadership and Coordination

- Proven experience in leading or coordinating teams, preferably in a social media moderation or customer service environment.
- Ability to effectively manage time, prioritise tasks, and ensure smooth shift transitions

Social Media and Communication

- Strong experience in social media moderation, with excellent written communication skills.
- Familiarity with creating and managing social media content and interactions.

Technical and Organisational Skills

- Proficiency in using social media and other relevant technology platforms.
- Exceptional organisational skills, including managing rotas and tracking team performance

Quality Assurance and Feedback

- Experience in conducting quality assurance checks and providing constructive feedback.
- A commitment to maintaining high standards and continuous improvement.

Requirements

- Access to a PC or laptop (Mac or Windows) and a secure broadband service.
- Ability to work independently.

Benefits

- Work from home around other commitments.
- Flexible shift patterns.
- Help raise vital funds for some of the best known and best loved charities in the country.