

Job Description Social Media Officer and Digital Communications Officer

Reports to:

Head of Communications

Location

Communications department, Head Office.

General Scope and Purpose of the Role

The post-holder will:

- Develop a compelling social media operation that maximises engagement and increases support for the FBU and its aims.
- Create and deliver digital content, including shooting, scripting and editing videos; editing audio; and designing infographics and other relevant digital content.
- Run a reactive/trends-driven social media operation that is politically astute and aligned with the objectives of the FBU.
- Review and overhaul what we currently do, taking our social media, video and online presence to the next level.

Key Accountabilities and Duties

1.	Plan and deliver a proactive social media strategy with the aim of significantly increasing engagement with all our audiences, including FBU members, politicians, the wider labour movement and the general public.
2.	Manage, maintain and grow social media accounts on Twitter, Instagram, Facebook, TikTok, and other emerging channels.
3.	Create regular, engaging and high-quality content aimed at our various audiences. This will include writing posts, responding to posts and comments, designing graphics, scripting and filming videos, and editing audio content on a both planned and reactive basis.
4.	Work in collaboration with Comms colleagues to create content that highlights the FBU's campaigns on our social feeds. This will include responding to trends and breaking news, and delivering social media in line with campaign plans.
5.	Work in collaboration with Policy colleagues to create content that highlights the FBU's analysis and proposals for positive change on our social feeds, turning policy work and statistics into engaging social content.
6.	Work in collaboration with Education and Organising colleagues to deliver digital content that promotes and showcases the union's events and utilises digital communications as an organising tool.
7.	Work directly with officials, members and activists to create social content.
8.	Script, film and edit videos, identifying appropriate people and places to feature. This will involve being 'in the field' – travelling to events, demonstrations and meetings frequently.

9.	Lead and manage the creation and production of FBU podcasts.
10.	Monitor and analyse social media platform performance, through analytics and SEO, to effectively enhance and tailor future content and to drive growth and engagement.
11.	Provide training to staff and officials on social media skills.
12.	Support the general activity of the Communications Department.
13.	Perform any other reasonable tasks as determined by the Head of Communications or the General Secretary.

Person Specification – Essential Criteria

Experience

- Running high-profile social media feeds for an organisation, campaign or individual.
- Creating content for different audiences and search optimisation
- Scripting, filming and editing videos for social media
- Designing infographics and memes
- Being active – either through work or in your spare time – in the labour movement, trade unions, politics or grassroots campaigns, in a manner which aligns with the aims and objectives of the FBU.
- Audio editing

Key Skills

- Excellent storytelling skills with the ability to create engaging and visually appealing content.
- Strong creative skills, including basic image manipulation or design
- Video and audio editing skills
- Excellent written and verbal communication skills in English, with a keen eye for detail.
- Ability to work independently and as part of a collaborative team.
- Strong organisational skills and attention to detail.
- Ability to multi-task, meet deadlines and respond to fast paced changing situations.

Knowledge and understanding

- Strong understanding of social media platforms, trends, and best practices
- Strong understanding of the labour movement, trade unions and politics
- Understanding of the FBU and the fire service, and/or a willingness to learn about it

Personal Qualities

- Good judgement and political awareness
- Working collaboratively with colleagues
- Personal strength to withstand professional challenge
- Commitment to the values of the trade union and labour movement
- Willingness to travel and be engaged directly with members, activists and officials

Organisational Responsibilities

1.	To provide support to the Union during its Campaigns and/or Conferences as required.
2..	Establish good working relationships with the team, staff, Executive Council members and Officials across the union as a whole.
3.	To undertake any training, and/or other duties as appropriate that are commensurate with the post as may be determined from time to time by the Head of Communications.
4.	Develop and maintain the range of skills appropriate to the post and to keep up-to-date with good practice, publications and issues relating to your area of work or the union as a whole.
5.	Comply with procedures and legislation concerning confidentiality and the General Data Protection Regulations (GDPR).
6.	Fulfil the requirements of, and actively promote, the Equal Opportunities Policy and procedures. Implement good principles and practices within the context of the job, daily, and challenge any discriminatory practices or behaviour.
7.	Avoid any action or behaviour which may conflict in any way with the work and services provided by the FBU, or which may bring it into disrepute.
8.	Carry out your role and represent the FBU in a professional manner by adhering to relevant best practice, policies and guidelines. This applies to the discharge of duties as well as when dealing with colleagues, members of the public and relevant stakeholders. If in doubt with regards to best practice, then advice should be sought from the Line Manager, or HR Department.
9.	Treat all persons with dignity and respect irrespective of colour, race, ethnic or national origins, sex, gender reassignment, sexual orientation, disability, age, religion or belief or other potentially unique attributes of the individual. For further clarification please speak to the HR Department.
10.	Participate in regular formal supervision and line management as agreed with the relevant person, or delegated personnel (Departmental Manager).
11.	Develop and maintain appropriate boundaries of confidentiality in relation to employees, elected officials and any other person(s) that may be concerned with the union's business.