

Job description

Title:	Social Media Officer
Organisation:	Bliss, the premature or sick baby charity
Location:	Hybrid, with a minimum of 3 days over 2 weeks worked in our London Bridge office
Salary:	£28,000 FTE
Terms:	30-35 hours a week, permanent. Regular evening/weekend work (remote) at certain points during the year

Role description

Main purpose of the role

To play a key role in ensuring Bliss' communications further our mission to ensure that every baby born premature or sick has the best chance of survival and quality of life. As Social Media Officer, you will use your social media knowledge and expertise to plan and deliver content and campaigns which drive engagement with Bliss' services, fundraising, advocacy and brand. This role oversees Bliss' social media channels, supports the development of new and existing digital platforms and leads on email marketing.

About the team and department

The Communications Team works alongside internal and external stakeholders to develop and deliver Bliss' communications across all channels, with a particular focus on developing and improving our digital communications. The team has a broad communications remit supporting the whole organisation and working across media relations, social, digital content and brand.

Reporting structure

This role reports to the Communications Manager.

Key responsibilities

Social media management

- Work with the Communications Manager to develop a comprehensive social media strategy for the organisation, with the aim of enhancing the visibility of and engagement with Bliss across our social media channels (currently X, Facebook, Instagram, LinkedIn, TikTok).
- Schedule all social media content for Bliss across channels through the platform Agora Pulse.
- Manage the content schedule across Bliss' social channels to ensure balance and delivery of key organisational messages, and tailoring content and scheduling for each channel based on audience profile and engagement.
- Stay abreast of current and new channels and make proactive recommendations on Bliss' presence on them.

Content development

- Stay up to date with the latest trends, platforms and tools in the social media landscape and conceptualise and create compelling reels, short-form videos and other multimedia content to engage our audiences; as well as advise other teams at Bliss on the best way to promote their work.
- Collaborate closely with teams to craft engaging content that supports our communications, advocacy, influencing, and fundraising goals.

- Develop and optimise digital and social media assets, including checking copy, and ensuring that images and video are of a high quality and follow brand guidelines.
- Edit videos for social media including subtitling, adding music and editing to optimise for each platform.
- Run paid social media advertising campaigns to meet specific objectives, as and when required.

Social media monitoring

- Monitor and respond to messages and comments on social media in a supportive Bliss tone of voice, including signposting to other support resources, always keeping in mind the sensitivities of the Bliss community – this includes some out of hours monitoring to be agreed in advance, with time off in lieu where necessary.
- Be a champion of the Bliss brand by helping to ensure Bliss' tone of voice and visual identity is consistent across all communications.
- Alert the Communications Manager and senior leadership in case of any messages that might be offensive or triggering or a potential risk to reputation.

Monitoring and evaluation

- Undertake regular monitoring of KPIs for Bliss' social media channels.
- Provide social media statistics and performance review at the end of main campaigns, with learnings and recommendations for future campaigns.

Email marketing

- Schedule and send our principal monthly e-newsletter, ensuring audience lists are accurate and relevant.
- Coordinate other e-communications sent through our Campaign Monitor platform, ensuring efficient and targeted use of our email lists and maintaining subscribers as required.

Communications Team – general

- Ensure all our communications are inclusive and representative of all families in neonatal care, regardless of their background, with a particular focus on promoting equity and diversity of experience and representation.
- Provide input into the development and improvement of Communications Team ways of working.
- Input into the development of annual KPIs for the team.
- Support the Communications Manager and other team members in promoting organisation-wide awareness of and adherence to all communications processes.
- Work with the Communications Manager and other colleagues to ensure our guides and policies are kept updated and reflect current legislation and best practice in data protection, privacy, accessibility, and other relevant guidelines.
- Contribute actively to cross-functional project planning by suggesting the most effective and appropriate social media approach to meet project goals and timelines.
- Training and management of social media freelancers and Bliss staff on social media processes and tools used by the organisation.
- Any other duties as may be reasonably required.

Person Specification

Qualities

- Proactive and enthusiastic about all things social media!
- Self-motivated, able to think independently and anticipate what needs to be done
- An ability to think creatively and look for new ways of working
- Excellent time management and proven ability to prioritise workload, meet deadlines and work to a high standard
- Ability to deliver against set objectives
- Ability to work as a team member and work individually when needed
- Ability to build good relationships with members of other teams

Knowledge

- Experience of being responsible for social media in a charity or company
- Experience of creating social media content and channel strategy, managing social media schedules via tools, tracking performance via analytics

Skills and Experience

- Excellent IT skills
- Excellent written and verbal communications skills
- Excellent attention to detail
- Experience of analytic tools and using insights to inform communications

Special conditions

- Able to demonstrate commitment to the aims and objectives of Bliss
- Willingness to work outside office hours and weekends on occasion (agreed in advance, with time off in lieu where necessary)
- Willingness to undertake further training as and when required

Health and Safety and codes of conduct

- To carry out all work in accordance with Bliss' site health and safety policy
- To adhere to Bliss' Equity, Diversity & Inclusion Policy at all times
- To adhere to Bliss' financial monitoring processes
- To ensure compliance with the GDPR and Bliss' Data Protection Policy
- To adhere to Bliss' User Involvement policy and practice and to work closely with a range of stakeholders and users of services to best design, support and evaluate our activities.
- To undertake duties in line with the Institute of Fundraising, the Fundraising Regulator and other relevant codes of conduct.
- All employees must have a right to work in the UK.

About Bliss

Bliss is the UK charity for babies born premature or sick. Our vision is that every baby born premature or sick in the UK has the best chance of survival and quality of life. We champion the rights of every baby born premature or sick to receive the best care. We achieve this by empowering families, influencing policy and practice, and enabling life changing research. For more information about Bliss, visit bliss.org.uk

Why Work for Bliss

If you work for Bliss, you'll be part of a passionate, hardworking team who are making a real difference to the lives of babies born premature or sick.

Bliss has around 40 staff, most of whom are based in our lovely London Bridge office, with a small number of remote staff based in Scotland and the Midlands. All of our staff work **flexibly**, with everyone able to choose when to work their hours between 7am – 7pm Monday to Friday (working days are up to 8hrs long). This means we can provide lots of options for flexible working, such as annualised or compressed hours, as well as offering roles on a job-share basis.

We really value in-person interactions, so **hybrid working** means staff work in the office for three days over a fortnight but can choose to work wherever they like for the rest of their hours. Staff are supported to work even more flexibly and can choose four weeks per year when they work fully remotely.

Our staff truly embody our **values** of being supportive, trusted and ambitious. In 2024 we asked staff about working for Bliss. **97% of staff said they are treated with fairness and respect at Bliss. 94% said they enjoyed their work at Bliss and their managers are supportive.**

Working at Bliss also means you'll leave work every day knowing that you **make a difference**. We take opportunities to share each other's successes, and we are totally focussed on understanding the needs of our beneficiaries and seeking to address them. We share our findings regularly with each other, so that we all feel **connected to the cause** and see the **direct impact** we are having.

Working for a relatively small charity, you will get a real chance to **shape the agenda** and be able to take **ownership** of a project or task. We can also provide lots of opportunity to work with different teams and on project and working groups, so **you'll never be bored!**

We understand that we all have different priorities at home and we aim to offer a mix of financial and non-financial **benefits**. Our 'better than statutory' benefits include:

- 34 days paid holiday (pro rata for part-time employees) including bank holidays which can be taken whenever desired [26 days of holiday plus 8 days of bank holiday]
- Additional one-off week holiday granted as a 5 years' service award
- Generous contributory pension scheme
- Interest-free season ticket loans and tax-efficient cycle loans
- Enhanced company sick pay
- Enhanced family leave pay (after minimum service)
- Neonatal leave and pay
- Paid time off for volunteering
- Paid Emergency and Dependents leave
- Paid study days.

We have a [relaxed](#) work-life and dress code, offer free access to an [employee assistance programme](#) and ensure a genuine focus on ongoing [learning and development](#) for all staff, with dedicated L&D time and paid leave for personal L&D activities. Our staff are friendly and kind, and enjoy [social activities](#) together in and outside of working hours.

We are proud to be a [London Living Wage employer](#), and have signed up to the [Show the Salary](#) pledge.

Accessibility Statement

We are an equal opportunities employer and take pride in our [inclusive](#) work culture. Having a [diverse](#) workforce is important to us, to ensure we can best represent and serve all babies born premature or sick every year. We recognise that babies born into families already facing health inequalities may need more, or different, support in order to have the best chance of survival and quality of life so there is a particular focus in our [strategy](#) on driving for equity in neonatal care.

We know that in order to recruit the most talented people, we need to access a wide pool of talent, and this means being as inclusive as possible in how we recruit, support and retain our staff.

Bliss recognises the positive value of diversity, promotes equity and challenges discrimination. We welcome and encourage job applications from people of all backgrounds, including applications from Black, Asian and Ethnic Minority communities, people who identify as having a disability, and LGB+, Trans and non-binary candidates.

Don't meet every single requirement? Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. At Bliss we are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role, but your past experience doesn't align perfectly with every aspect of the job description, we encourage you to apply to tell us what you can offer our organisation. You could be just the right candidate for this or other roles.

Some examples of our accessibility provisions for the recruitment process include:

- Step free access to the building, all key meeting rooms and bathrooms, and an accessible workstation
- Application pack in large / easy read format
- Additional time for interview tasks
- Private space for additional needs (e.g. prayer / breastmilk expression)
- Pre-interview meeting to talk through the role and person specification.

If you need any adjustments to enable you to access this job information, or the application process, please let us know.