

Social Media Manager (UK)

Department:	UK Campaigns Team
Reviewing Manager:	Senior Communications Manager
Job Type:	Permanent - Full-time
Location:	HQ – Godalming, Surrey

[Compassion in World Farming International](#) is a leading global organisation working to end factory farming. Founded in 1967 by British farmer Peter Roberts, we've spent over 50 years driving change, successfully campaigning to ban cruel practices such as barren battery cages, veal crates, and sow stalls across the UK and Europe.

Our work combines advocacy, campaigning, and collaboration with policymakers and businesses to promote animal welfare and sustainable food systems. We envision a future where animals are treated with compassion, and farming supports both people and the planet. To learn more about our mission, culture, and opportunities, please explore our [Candidate Pack](#), and [Careers Page](#).

Part 1: Job Summary

1. Overall objective(s) of the post

The purpose of this role is to help [Compassion in World Farming](#) to end factory farming. This role will contribute by raising Compassion in World Farming's public profile by communicating its strategic objectives and campaign actions through Compassion's UK social media and communications channels, and by engagement with all forms of the media.

The post holder will directly manage Compassion's UK social media channels, providing and overseeing high quality, engaging content and community management that promotes the charities campaigns and supports Compassion's mission to end factory farming by 2040.

2. Position in organisation

- Reports to the Senior Communications Manager (UK)
- Sits within the UK Communications Team
- Collaborates with internal and external stakeholders at all levels
- Develops and maintains good working relationships with all members of staff, including volunteers
- Works closely with the UK team, including campaigns, supporter engagement, and fundraising, and with the HQ communications team and wider HQ campaigns and advocacy department.

3. Scope of job (These are expanded on in Section 6)

- Work as part of the UK communications team to raise the profile of Compassion in World Farming and its campaigns

- Inputs into and delivers Compassion’s UK social media content, broadcast and engagement strategy
- Develop and oversee the delivery of social media creative content
- Inputs into and helps deliver UK media plans alongside the UK Communications Officers.
- Work with the UK communications team to roll out HQ Campaigns content on UK social media channels.
- Inputs into the design and delivery of creative campaign comms, social media and media activations.
- Manage all of Compassion’s UK social media accounts and provide support for community management
- Support the UK Communication Team to build and maintain relationships with high profile supporters and influencers.
- Take command of the ongoing monitoring, analysing and evaluation of UK social media activity and contribute towards HQ communications evaluations.

4. Dimensions & limits of authority

- Responsible for representing Compassion in World Farming in external online forums (social media), as well as representing Compassion in World Farming at external events.
- Build and hold good relationships with journalists and establish contacts with broadcast production companies
- Responsible for ensuring that all messages are consistent with core values and principles and reflect strategic objectives and priorities
- Help guide communications team interns
- Attend meetings on behalf of the UK communications team when appropriate
- Responsible for managing delegated expenditure budgets

5. Person specification

Proven ability, qualifications & training	E - Essential D - Desirable
At least one year’s experience managing social media channels	E
Media/communications/journalism qualifications	D
Educated to Degree level or relevant equivalent certification	D
Skills, knowledge and attributes	E - Essential D - Desirable
Able to articulate succinctly and effectively our messages to the outside world	E
Excellent understanding and experience of managing social media communities (particularly Instagram, Facebook and TikTok)	E
Excellent understanding of social media KPIs and analytics and writing monitoring reports	E
Excellent understanding of the social media landscape	E
Experience creating and editing social media content, including video	E
Experience using social media management tools	E

Knowledge of farm animal welfare issues	D
Knowledge of how to use social media and the media to drive impactful advocacy campaigns and raise the profile of a campaigning organisation	D
Experience of giving interviews or media training	D
Good understanding of delivering effective customer/supporter care through social media	D
Understanding of Salesforce or another CRM database	D
Good knowledge of UK media	D
Proven track record of dealing with the media, for example in a press office, TV production or as a journalist	D
Proven record of gaining positive media coverage	D
Proven experience of using media monitoring services to report on press reach	D
Outstanding verbal and written communication skills	E
Able to write effective copy for different audiences, including social media, media, web and print	E
Ability to work flexibly, juggle priorities and meet tight deadlines	E
Ability to spot opportunities to get the organisations messages into the media and jump on social media trends	E
Ability to pay close attention to detail	E
Good organisational and administration skills	E
A confident people person - able to inspire as well as deal sensitively, assertively and diplomatically with colleagues, external contacts and supporters	E
An enthusiastic team player but also able to work on own initiative	D
Strong numerical and data analysis skills	D
Approachable and adaptable	E
Calm under pressure	E
Demonstrable interest in farm animal welfare issues or a desire to know more	E
Prepared to assist with other task and events such as demonstrations	E
Innovative and creative	D

Part 2: Duties and Key Responsibilities

6. Primary responsibilities

Essential duties and responsibilities include the following: Other duties may be assigned.

Deliver Compassion's UK social media content, broadcast and engagement strategy

- Identify, recommend and implement plans for refining the UK social media content/broadcast strategy, policies and procedures to improve reach and engagement rates.
- Monitor and report on social media performance, driving knowledge and strategy refinement.

- Assist with, and input into, global social media content strategy and engagement policies as required.
- Train and update fundraising, supporter engagement and communications staff on UK social media strategy, content, systems and processes.
- Oversee Compassion's social media community management, delivered by the supporter engagement team, and provide the team with updates on the social media content calendar.
- Monitor and engage with relevant high-profile individuals and influencers via social media and assist the wider communications team in helping to build meaningful relationships with them.
- Horizon scan for new social media opportunities and trends that can boost the profile of Compassion's strategic objectives, campaigns and fundraising activity.
- Maintain, update and ensure the accuracy of social media and media specific knowledge bank standard responses.

Develop and deliver/oversee the delivery of UK social media creative content

- Plan content for social media broadcasts, in consultation with relevant colleagues in the communications, campaigns, digital, fundraising and food business teams, to share updates on Compassion activities and deliver against organisational movement building and campaigning and fundraising objectives to affect change for farmed animals.
- Attend Compassion events to gather content for social media and provide live social media coverage.
- Develop, or oversee the development of, effective, engaging and (where appropriate) action-oriented copy for social media broadcasts.
- Produce, or coordinate the production of, content for social media broadcasts, including graphics, photographs and tracked links.

A part of a small but highly skilled UK communications team, you'll be expected to carry out other communications duties as and when required

- Identify, research and draft press releases, web news pieces, features, comment pieces, briefings, letters to the editor, scripts and other relevant publicity materials.
- Write articles for in-house publications and draft copy for internal communications materials.
- Contribute to the development of content for Compassion's UK website.
- Contribute to the CEO's profile channels when needed by writing and editing social media posts, blogs and opinion pieces.
- Sell in stories to media contacts by phone, written communications and in person.
- Assist with organising press conferences and media events.
- Create media monitoring and other reports, as required. This will include tagging media stories on our media monitoring platform.
- To carry out admin tasks on behalf of the team.

7. CIWF Values:

Core Values:

- Treats people with dignity & respect
- Maintains high ethical standards
- Demonstrates commitment to Compassion in World Farming's mission and goals.

8. Additional Tasks:

To assist with other departmental duties where necessary, as listed below:

- Travelling internationally, as needed to fulfil your role.
- Sharing knowledge through formal and informal training sessions with staff and key stakeholders.
- Occasionally working outside standard office hours, in line with organisational procedures and requirements.
- Ensuring the health and safety of yourself and others in the workplace.
- Acting in accordance with Compassion in World Farming's Ethical Policy.
- Complying with data protection legislation and internal policies on privacy and information security.
- Delivering training on your areas of expertise when requested by your line manager or senior leadership.
- Undertaking other duties appropriate to your role, as required by your line manager.
- Actively promoting and supporting equality, inclusion, and diversity across the organisation.

Signature of Employee Date