

## Social Media Moderator - Freelance

**Job Title:** Social Media Moderator

**Responsible to:** Head of Social

**Contract:** Self-employed, monthly rolling

**Days:** 3-6 per week (must be available to work at least 1 weekend day)

**Hours:** 3-8 per day (spread across 9am-9pm). Please note that in month one you will likely do fewer hours (approx 3 per day) whilst you get used to the role. This will likely increase from month two onwards

**Hourly Rate:** £20

**Based:** Remote – must have access to own laptop and WiFi

**Interviews:** Thursday 5th September, w/c 23rd September

**Start date:** w/c 9th September, w/c 30th September

**Previous applicants need not apply**

### Background

Social AF are experts in Social Media Moderation. Established in 2021, we work with some of the biggest names in the third sector.

Our reputation for delivering an excellent social media moderation service has helped the company grow at a rapid pace. Our services include:

- Social Media Moderation
- Facebook Group Moderation
- On-page messaging for Facebook Fundraisers

We are on the lookout for talented comms and experts who understand the importance of effective, accurate, timely online communications and can enhance the work of our expanding social media moderation team.

### About the role

Our dedicated team moderate on our full service accounts (all organic content and paid ads) as well as one off campaigns and appeals for some of the most recognisable charities in the sector.

This role is perfect for skilled comms experts who can provide excellent supporter care, and is best suited as an additional source of income (the majority of our team are freelancers and consultants). You must be able to begin moderation at 9am (or earlier), wrap up by 9pm and adhere to our sub-three hour response time.

Our moderators must have a minimum of three years' in-house, third sector comms experience.

As a Social Media Moderator, you would be responsible for:

- Becoming the voice of the cause you are representing, adhering to their brand guidelines and tone of voice at all times
- Identifying, escalating and signposting any safeguarding issues
- Managing your own time and work on own initiative
- Working across a range of social media management tools
- Responding/actioning to all comments and queries in under three hours
- Maximising donations when required
- Going above and beyond at all times to provide supporters with an incredible experience

Our moderation takes place between 9 am and 9 pm, Monday-Sunday.

Different accounts will require varying levels of 'active' hours (defined as time spent taking action). You will split your active hours between 9am and 9pm. For example, for an account which requires three active hours, you might carry out your work in six, thirty minute instalments throughout the shift.

As you gain experience, you will be allocated multiple accounts which will enable you to increase your hours worked.

Whilst you need to be on hand to monitor your accounts during 9am-9pm, the role does allow for a great deal of personal flexibility.

Here are two examples of how different moderators may manage their day (based on an account requiring 2.5 active hours):

<b>Moderator A (chooses to begin work earlier to accommodate school run)</b>	<b>Moderator B</b>
7-7:30 – responds/actions all comments and backlog of inboxes	9-9:45 – responds/actions all comments and backlog of inboxes
10:30 – 11:00 – responds/actions new activity	12:30 – 13:00 – responds/actions new activity
13:00 – 13:15 – responds/actions new activity	13:00 – 13:15 – responds/actions new activity
15:30 – 16:00 – responds/actions new activity	15:30 – 16:00 – responds/actions new activity
18:30 – 18:45 – responds/actions new activity	18:30 – 18:45 – responds/actions new activity
20:30 – 21:00 – responds/actions all recent activity and update reporting sheet	20:30 – 21:00 – responds/actions all recent activity and update reporting sheet

The ideal candidate will have a minimum of 3 years' professional comms experience, working with a large charity with an active social media following. They will understand the importance of building positive engagement and relationships with the public and be committed to act in the best interests of our charity partners.

Full training will be provided alongside regular one-to-one and team catch-ups. Here's what some of our moderators say about working at Social AF:

*"I love the flexibility of the role. The team are great and are very helpful, but the flexibility allows you to still do things whilst working."* Megan

*"Working with Social AF has been so rewarding - I've been able to work with some amazing national charity partners. The team are so friendly and the flexibility of this role has been really beneficial to me, my family and my work-life balance"* Sarah

## **On a day-to-day basis you will:**

- Work off your own initiative and have exceptional time management
- Follow clear processes
- Engage with supporters and members of the public using the relevant charities' tone of voice
- Respond to inboxes, comments and questions promptly
- Promptly hide and escalate undesirable content
- Encourage and motivate supporters
- Identify, report and signpost all safeguarding concerns

## **Person Specification**

### **Essential**

- At least three years' professional comms experience, working in house for a non-profit
- Experience of moderating social media channels
- Be available for between 3 and 6 days per week (including one weekend day)
- An understanding of fundraising and the different mechanisms charities use for income generation
- Excellent written communication skills
- Ability to work off own initiative
- Strong attention to detail
- Team player
- Ability to multitask
- Problem solver
- Creative and innovative
- Exceptional time management skills
- Must be available to quickly adapt throughout the day should issues arise

### **Desirable:**

- Experience of working on a range of social media management platforms (EG Sprout, Agorapulse, Brandwatch)

## How to apply:

Please read the full job description, including our example of how hours are split across the 9am-9pm time period, prior to application. Applicants who do not meet our essential criteria will not be considered for an interview.

Apply by submitting your CV and a short covering statement which answers the following questions:

- Share an example of how you've successfully managed a charities' social media channel (200 words or less)
- How many days per week and active hours per day would you be able to commit to?
- Please relay our start and finish times, alongside our response time.
- Are you happy to commit to one weekend day per week?

Social AF is committed to equal opportunities and encourages applications from all groups of people without regard to age, colour, national origin, race, religion, gender, sex, sexual orientation, gender identity and/or expression, marital status, or any other legally protected characteristic.