

Job advert

Job title	Social Media Officer
Reporting to	PR & Media Manager
Location	Alton, Hampshire (Hybrid working model)
Hours	35 per week
Contract	Up to 12 month temporary maternity cover contract
Salary	£28,000 pa FTE

As the UK's leading kidney patient support charity, Kidney Care UK provides practical, financial, and emotional support for kidney patients and their families. We also campaign tirelessly to improve kidney health and care services across the UK.

We are looking for a positive, driven, enthusiastic Social Media Officer to join the charity for a 12 month period (fixed term contract) in a maternity cover role.

This is a fantastic time to join Kidney Care UK and you will play a vital role in helping communicate the transformational work of the charity and bring a step change to our reach and engagement as we look to support more of the 7.2 million people in the UK who have kidney disease. You will support the team and other departments across the charity and use your crucial insights to shape the work that we do and the stories that we tell.

We are seeking an enthusiastic, positive team player, with experience of managing social media channels across both paid and organic social media campaigns. You will have excellent writing and creative skills and have flawless attention to detail. You should be brilliant with people and be able to build relationships internally with colleagues as well as external partners with the drive and flair to deliver significant results.

In return you will be part of a creative and energetic team who play a central role in the charity, where we believe that no one should face kidney disease alone. Working at Kidney Care UK is incredibly rewarding and in this role you will see on a daily basis the life-changing impact that the charity has on kidney patients and their families. You will also benefit from an Employee Assistance Program, Generous annual leave, Pension, Cycle2Work scheme, Flexible working, Retail discounts, Health Cash back plan.

For an informal chat please message comms@kidneycareuk.org

- Closing date for applications 16 March 2025
- First interviews will take place w/c 24 March 2025

Job description

Job title	Social Media Officer
Reporting to	PR & Media Manager
Location	Alton, Hampshire (Hybrid working model)
Hours	35 per week
Contract	Up to 12 month temporary maternity cover contract
Salary	£28,000 pa FTE

Role summary and purpose

The purpose of this role is to manage the Kidney Care UK organic social media channels (Facebook, Twitter/X, LinkedIn, Instagram, Threads and Bluesky) on a day-to-day basis and provide support to the Media & PR Manager in the planning and delivery of Kidney Care UK's strategic social media activity. This includes the planning, developing and creation of engaging and dynamic content - both paid (primarily Meta) and organic - to increase the reach and engagement of the charity,

You will work with multiple members of the Marketing and Communications team as well as various teams across the charity, providing insight to help shape and inform the work of the charity as well as having regular reporting responsibilities.

Key responsibilities

- Taking the lead on managing our organic social media activity across our social media channels (Facebook, Twitter/X, Instagram, Threads, Bluesky and LinkedIn).
- Taking the lead on our paid social media activity, primarily PPC campaigns via Meta channels.
- Supporting the PR & Media Manager with the strategic development of our social media channels.
- Working with the Marketing and Communications team, and wider colleagues, to identify and maximise opportunities to increase our reach and engagement.
- Plan, create and develop engaging and dynamic social media content to promote the work of the charity and the impact we have.
- Monitor, respond and signpost our social media inbox accounts and questions we receive over social media in a timely and sensitive manner.
- Identify story and content opportunities via content shared by social media users that helps demonstrate the impact of kidney disease and the impact that Kidney Care UK has.
- Regular reporting of KPIs and sharing learnings and insight to improve our reach and engagement.
- Ensure all social media content meets Brand and Tone of Voice guidelines.

- Acting as the Safeguarding Champion within the Marketing and Communications team.
- Ensuring you are up to date on all of the latest social media trends and developments and sharing insight and learnings with colleagues on a regular basis.
- Some working outside of office hours will be required of this role in terms of social media monitoring and providing support to charity activity such as evening webinars and the Transplant Games (which takes place over 4 days including a weekend).

Other responsibilities

- Work in line with Kidney Care UK's values and Code of Conduct.
- Demonstrate a commitment to personal development.
- Champion and promote equality, diversity and inclusion both in your area of work and the wider organisation to ensure that no person receives less favourable treatment than another on the grounds of: age; disability; marriage and civil partnership; pregnancy and maternity; race (ethnicity); religion or belief; sex (gender); gender reassignment or sexual orientation
- To have responsibility for the Health, Safety and Welfare of self and others and to comply at all times with the requirement of the Health and Safety Regulations.
- Ensure compliance with the Charity's policies and procedures and requirements of the Data Protection and Freedom of Information Acts.
- The duties and responsibilities are not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the post.

Person specification Social Media Officer

Competencies: Knowledge, Skills and Experience	Essential	Desirable	Measured by (Interview, app form, test)
Degree in Marketing, Communications, Media or English OR equivalent such as 2 or more years previous experience working in a social media role	✓		Interview, app form, test
Experience of working with SMEs (Small and medium sized enterprises), charity, not for profit or healthcare organisations	✓		Interview, app form, test
Experience of managing social media channels and knowledge of techniques that have a demonstrable impact on increased engagement and reach	✓		Interview, app form, test
Experience of managing both paid and organic social media campaigns	✓		Interview, app form, test
Experience of Meta tools and running campaigns via Meta Business Manager	✓		Interview, app form, test
Experience of producing insight and evaluation reports, and knowledge of the best analytics to use to demonstrate success	✓		Interview, app form, test
Experience of using scheduling tools such as Sprout Social	✓		Interview, app form, test
A 'can do' attitude, excellent organisational skills, attention to detail and ability to adapt to changing priorities and timescales	✓		Interview, app form, test
Excellent command of English language. Confident proof reading and writing compelling copy	✓		Interview, app form, test
Excellent IT skills with good working knowledge of Excel, Word, Outlook	✓		Interview, app form, test
Proficient with design packages such as Canva	✓		Interview, app form, test
Multimedia editing skills (photo, video, animation)	✓		Interview, app form, test
Experience of using social media to grow income and volunteer support	✓		Interview, app form, test
Experience of planning and hosting webinars or online events		✓	Interview, app form, test
Experience of working with Influencers		✓	Interview, app form, test
Experience of online community management		✓	Interview, app form, test
Experience of Safeguarding, or a demonstrable knowledge of the principles and best practice		✓	Interview, app form, test
Knowledge of SEO and Google Analytics		✓	Interview, app form, test