



JOB DESCRIPTION

Job Title	Social Media Officer
Location	50 Featherstone St, London, EC1Y 8RT
Mission	Medical Aid for Palestinians (MAP) works for the health and dignity of Palestinians living under occupation and as refugees. MAP is the leading UK charity delivering health and medical care to those worst affected by conflict, occupation and displacement, in the occupied Palestinian territory and Palestinian refugee camps in Lebanon.
Job Purpose	<p>The Social Media Officer will:</p> <ul style="list-style-type: none">• create, curate, and deliver social media content for MAP's digital channels in line with MAP's brand, tone and messaging.• manage, support, and grow MAP's online digital communities.• provide analytical support and reports for social media.• collaborate with ambassadors and partners to enhance MAP's digital presence.• identify and mitigate risks in partnership with the Digital Communications Manager and supporter care team.• develop MAP's online presence and raise visibility with relevant audiences in line with MAP's goals and aims
Hours	Full-time
Reporting to	Digital Communications Manager.
Key Internal Relationships	Advocacy and Campaigns Team, particularly focused around Communications team; Fundraising Team; West Bank Team; Lebanon Team, Gaza team.

Key External relationships	Social Media audiences, media, advocacy coalitions and NGO partners.
Contract	Permanent

This job description does not form part of your contract of employment and can be amended from time to time as the needs of the organisation require.

DUTIES AND KEY RESPONSIBILITIES

Digital content creation and social media management:

- Support the Digital Communications Manager in creating, editing, and curating engaging and informative content for MAP's social media channels, and other digital platforms.
- Help raise the profile of the organisation and increase positive public engagement through management and development of our digital channels.
- Develop, produce and deliver digital communications materials across MAP's social media channels, with a particular emphasis on graphic design and video editing.
- Storytelling, and writing engaging copy for social channels.
- Work across the communications team and with colleagues across the organisation to deliver aligned communications and maximise reach, engagement and impact of communications content.
- Implement social media best practice to ensure consistency and quality of outputs.
- Use a test and learn approach to improve MAP's social media content.
- Share success and learnings within the communications team and more widely across MAP.
- Monitor analytics, capturing data on content and channel performance monthly.
- Contribute to the development of visual assets for MAP's campaigns and provide support and materials in advance of and during campaigns.
- Community management across MAP's social media channels – including Facebook, Twitter, Instagram and LinkedIn – on a day-to-day basis, responding to queries as necessary, flagging potential risks and opportunities to engage with celebrities and content creators.
- Proactively assesses the landscape of social media platforms, exploring and evaluating new channels with the Senior Digital Communications Manager.

General Responsibilities

- Support the mission, ethos and values of MAP.
- Work with external suppliers providing design, printing and other support as required.
- Support MAP ambassadors and colleagues on social media and external events.
- Contribute to MAP's digital asset management system, making sure content created is uploaded and catalogued consistently.

PERSON SPECIFICATION

Experience and knowledge

- Demonstrable experience working on social media channels, creating content and managing communities.
- Experience working in digital communications, and managing social media accounts (including but not limited to Facebook, Twitter and Instagram)
- Experience and knowledge of social media analytics.
- Experience working with advocacy, campaigns, fundraising/marketing teams, consultants and agencies is desirable.
- Knowledge and understanding of the political context and of development and humanitarian issues in Palestine and Lebanon and the wider Middle East is desirable

Skills and abilities

- Strong digital communicator and a persuasive storyteller.
- In depth understanding of social media as an effective campaigning tool and how it can be used within an advocacy and communications function.
- Proficiency in using social media management tools.
- Confident social media creator with an awareness of boundaries regarding environment in which MAP is working.
- Strong graphic design skills and good working knowledge of professional design software.
- Creative and a willingness to innovate/ undertake an approach of continuous learning.
- Video editing skills using Adobe Premiere Pro, or similar.
- Knowledge of ethical communications is an advantage.
- Fluent written and spoken English.
- Ability to prioritise and to deal with competing demands in a fast-paced working environment with support from the Digital Communications Manager.
- Ability to work well as part of a team and independently.
- Keen attention to detail, proof reading, copyediting and quality control on all outputs.
- Working knowledge of Arabic is desirable but not essential.

Personal attributes and other requirements

- Commitment to human rights, international justice, and promoting Palestinian participation in communications and campaigns.
- Able to travel within London and the UK, to work weekends/evenings in emergencies and willingness to travel to Lebanon and the occupied Palestinian territory occasionally as required.
- Able to work occasionally on evenings and weekends, with time off in lieu.
- Commitment to advancing anti-racism, anti-discrimination and equal opportunities.
- Commitment to high standards, fostering trust and confidence in MAP's fundraising initiatives.
- Commitment to a zero-tolerance policies on sexual exploitation & abuse/safeguarding.
- Commitment to anti-discriminatory practices and equal opportunities.
- Commitment to the values and ethos of MAP (Solidarity, Dignity, Impact & Integrity).