



0808 802 0300

JOB DESCRIPTION & PERSON SPECIFICATION

JOB TITLE	Social Media & Engagement Officer
CONTRACT TYPE	Permanent, Full Time (part time considered)
SALARY RANGE	£27,800 to £31,000 per annum, depending on experience. (pro rata for part-time hours)
HOURS	35 hours/week
REPORTS TO:	Head of Policy and Campaigns
LOCATION	The post holder will be required to be office-based initially to support their induction and integration with the service. Thereafter, a blended model (40% office/60% home), with office working in London and home working (must have adequate and confidential workspace when remote working). Candidates should ideally be in London or immediate surrounding area, but locations outside of these areas may be considered.

Purpose of Role:

This is a new role in the organisation that will work in the Policy and Campaigns Team but create impact across all of our work. The role is responsible for supporting and developing our social media and our awareness raising activity in communities nationally.

About you

- Are you passionate about social media and communication, with strong writing, content creation skills and social media experience? We are looking for a positive, creative and organised digital-savvy individual who is passionate about developing and supporting our online communications.
- Are you willing and able to deliver presentations and information to communities and groups in person and online.

- Are you experienced in engaging, facilitating and supporting those with lived experience to help inform service developments?
- We are seeking someone who:
 - has a passion and skill for developing and supporting online communication via a wide range of social media channels (Instagram, TikTok, Facebook, LinkedIn and X)
 - communicates effectively and inclusively, targeting and engaging a wide range of audiences at all levels, for varied purposes, across all digital platforms and in real life
 - has prior experience in social media and experience using social scheduling tools, such as Sprout Social or AirTable.
 - will provide analytics, guidelines and insight to enable the Trust to continuously improve and work with teams across the organisation on creating blogs, podcasts, social media and email content where required.
 - has skills and experience in writing engaging creative content, stories and messaging relevant for influencing different audiences to convey complex information clearly
 - has strong project management skills including the ability to work on multiple projects simultaneously.
 - has experience of B2B marketing and using social media platforms like LinkedIn and TikTok to promote products and services
 - has experience of analysing Google analytics, and/or data obtained from social media campaigns.
 - can support the wider Commercial and Fundraising team with emotive and reflective narratives to support email creative campaigns.
 - can support the creation of digital marketing collateral such as tiles and reels to help position the organisation's product and services provisions.
 - understands market positioning and the importance of the use of conventional and digital marketing and communications to saturate markets and generate leads.
 - can work calmly under pressure to meet deadlines.
 - demonstrates excellent planning, communication, organisational, analytical and evaluation skills
 - has the ability to write well, with accuracy and attention to detail
 - can engage meaningfully with a wide range of stakeholders, including victims, 3rd sector charities, funders and senior decision-makers across policy and legislation

How to apply:

Please send CV and covering letter to recruitment@suzylamplugh.org Applications without a covering letter will not be considered.

If you do not receive a response within 3 weeks, please assume that on this occasion your application has not been successful.

Main Duties and Responsibilities:

Social Media & Online Content

- Creating and scheduling tailored social media content and reacting to key events and interactions
- Updating our website, marketing collateral and brand cohesion.
- Identifying target audiences, managing influencer relationships, and staying updated on platform technologies to share insights with the team and develop online resources.
- Using analytical tools to understand our market reach and wider engagement.

Community Engagement & Community Building

- Developing and delivering information about stalking, personal safety and harassment and our services to a wide range of community groups and other key stakeholders.
- Supporting our experts by experience / lived experience groups to influence policy and service provision across the sector
- Supporting improvements in user journeys and experiences, ensuring the people we support are the heart of all we do.

Other

- Being an ambassador for Suzy Lamplugh Trust, understanding the organisation's mission, vision, and values.
- Understanding the latest developments in the VAWG sector.
- Undertaking any other appropriate duties as requested by the Head of Policy and Campaigns.
- Working within the policies and procedures of Suzy Lamplugh Trust.

PERSON SPECIFICATION

Please make sure that you address the criteria that need to be evidenced by your CV and cover letter as these will be used to shortlist.

Experience & Qualifications	Essential	Desirable	Evidenced
Experience of working within the Violence Against Women and Girl's sector, with experience of working with those affected by stalking or harassment being particularly desirable	✓		CV & Cover Letter
Evidence of the ability to communicate dynamically and inclusively with a wide range of audiences, online and in real life.	✓		CV & Cover Letter
Proven track record in designing and implementing social media content, policies, campaigns, and evaluations.	✓		CV & Cover Letter
Experience in managing reputational issues on social media.		✓	CV & Cover Letter
Experience of working with victims/experts by experience and successful facilitation of groups, consultations and other engagement activities	✓		CV & Cover Letter
KNOWLEDGE & UNDERSTANDING			
A sound working knowledge of the practical, emotional, social and economic issues facing people affected by stalking, harassment or other forms of gender-based violence	✓		CV & Cover Letter
Skills in photography and video editing for online channels.		✓	CV & Cover Letter
Knowledge of safeguarding (adults and children)		✓	CV & Cover Letter
Detailed knowledge of typologies of stalkers, their motivation, and how this affects risk		✓	Interview & Exercise
PERSONAL ATTRIBUTES/BEHAVIOURS			
Committed to the aims and values of the Suzy Lamplugh Trust, we expect all staff to	✓		CV & Cover Letter

<p>uphold and reflect the ethos of the Suzy Lamplugh Trust in their work:</p> <ul style="list-style-type: none"> • Relentless • Enabling • Authentic • Leading • Innovative • Quality 			
Ability to manage and prioritise workload	✓		Interview & Exercise
Calmness and confidence to influence external stakeholders, whether collectively or individually	✓		Interview & Exercise
Good attention to detail	✓		Interview & Exercise
Reliable and resilient	✓		Interview & Exercise
Empathy with issues relating to stalking and harassment	✓		Interview & Exercise
Ability to maintain boundaries	✓		Interview & Exercise
Willing to work within the policies and procedures of Suzy Lamplugh Trust, including equality and diversity	✓		Interview & Exercise