

JOB SUMMARY AND PERSON SPECIFICATION

Job Title: Social Media Executive: Community

Reports to: Social Media Manager

Based at: Remote, 2-4 days a month at either Help for Heroes Head Office, Downton, Wiltshire, or meetings in central London (near Waterloo).,

Job purpose	Creating and delivering the charities social media community management, inline with the strategy, with the aim of increasing engaged users. This is about delivering reach as well as engagement across all social media channels.
Accountabilities	Ensuring Help for Heroes' strong and distinctive brand are reflected across digital channels to support campaign, Charity-wide and trading objectives. Specifically: • Engaging in as many relevant conversations as appropriate • Social media is performing against set KPI's • Being more involved in the relevant conversations across social channels • Community Management ToV & SLA across all social channels
Main Responsibilities	• Lead on all aspects of community management • Lead on "Being involved in the conversation" business aim • Lead on organic scheduling approach (in line with overall social strategy) and day to day calendar – working with the Digital Assistant • Owning our standard responses and ensure they are relevant to each channel and highly tailored • Ensure we are pro-actively managing each platform to maximise engagement (against set channel KPIs') • Ensure we are keeping up to date with emerging trends across social media • Manage (TBA) social media boosting budget, and KPI's against that budget • Manage reporting (carried out via Digital Assistant)
Essential Knowledge, Skills and Experience	• Expert in all aspects of social media • Good experience of TikTok • Experience with a social media community engagement platform (Falcon, Sprout Social etc)



	• Good knowledge of Google Analytics • Excellent verbal/written communication skills and attention to detail • Extremely capable of meeting deadlines and working on own initiative • Comfortable in an informal, fast-paced environment where constant change is the norm and daily challenge is to juggle 'business as usual' with 'business transformation' • Ability to provide clarity, direction and support, work collaboratively • Project Management • Working with AI applications in content creation and optimisation of manual tasks
Desirable Knowledge, Skills and Experience	• Confidence pitching ideas to senior colleagues. • Awareness of law changes and implications with regards to GDPR, engagement, data protection, image rights, content accuracy etc • Copy Writing / Storytelling
Key competencies and behaviours	• Inquisitive nature, with results orientated mindset • Comfortable with data and multiple data sets • Ability to build rapport quickly and to understand needs and expectations • Positive, empathetic, patient, polite and friendly manner • Ability to remain calm under pressure • Displays the highest levels of integrity, confidentiality and commitment • Work within a range of environments and working cultures, adapting personal style accordingly • Well organised with the ability to prioritise and manage time effectively • Attention to detail in all aspects of work • Demonstrates an ability to work as part of a team and be a flexible team player • Demonstrates self-motivation Model our Values. We are: Innovative-Collaborative-Authentic-Resourceful-Energetic

I have read and understood the Job Description:



PRINT NAME: _____

SIGNED: _____

DATE: _____