

**WE ARE
UNDEFEATABLE**

Social Media Executive



We Are Undefeatable (WAU) is a transformational campaign working to address misconceptions around long-term health conditions and physical activity. The campaign brings together 15 health and social care charities, as well as partners such as Sport England and Public Health England, to provide a unified voice and strong emotional platform to engage and motivate sustainable behaviour change across a range of health conditions.

The job, in a nutshell

Age UK has led on the development of 'We Are Undefeatable', a transformational campaign to change misconceptions around long-term health conditions and physical activity.

The campaign brings together 15 health and social care charities, as well as partners such as Sport England and Public Health England, to provide a unified voice and strong emotional platform to engage and motivate sustainable behaviour change across a range of health conditions.

We are looking to recruit a Social Media Executive who will work with charities, local partners and real-life case studies to create engaging and inspiring content for our social media channels, which brings to life the ups and downs of getting active with a long term health condition..

What you'll do for us

Job Purpose:

- Social media content creation, including copy execution, in line with campaign strategy



“Working with such a dedicated and caring team makes my role fulfilling.”

Charlotte Cummings

BRAND MARKETING
MANAGER

Our values



Collaborative



Impactful



Ambitious



Inclusive

Social Media Executive

- Best practice implementation guidelines, review and evaluation across organic social channels
- Stakeholder and partner collaboration and management
- Day-to-day management of the 'We Are Undefeatable' campaign channels
- Support the Brand Marketing & Social Media Manager with the review and development of social media assets from agencies

Key Deliverables:

Content creation and moderation

- The creation and development of ideas for social content across channels, in particular social-first content which brings stories of people living with long term health conditions to life
- Writing briefs and working with campaign case studies to develop content
- Execution and production of content, including social-first images and short-form videos
- Source relevant user generated content to share on WAU's channels
- Day-to-day monitoring of social channels, building and engaging with community and escalating concerns, issues, as appropriate and required

Strategy, planning, evaluation

- Help deliver social content plans as required for charities and partners, to drive reach, engagement and sustainable behaviour change
- In-depth analysis of social channels using insight tools to refine plans in real time and make recommendations for the adaptation of plans or future strategies.
- Contribute to post-campaign review with clear recommendations and learnings
- With support from the Brand Marketing & Social Media Manager, Take ownership of the social media channels, content planning, content ideas and success.
- Support Brand Marketing & Social Media Manager on the campaign strategy for social media channels

Location

Hybrid – London One
America Square & home

People management

No

Division

Brand and Content,
We Are Undefeatable



ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

Social Media Executive

Working with partners

- Build relationships and develop effective ways of working with charity partner social teams
- Work with campaign case studies to create content, including brief writing and editing content
- Support wider team when working with external partners, such as local partners and organisations
- Work with partner teams to create weekly performance reporting
- Act as WAU's brand guardian
- Help facilitate workshops with charities; work with them to align content plans with the campaign; develop relationships with charities and agencies alike.

What we need from you:

The below competencies will be assessed at the indicated stage of the recruitment process:

Application = A, Interview = I, Test = T, Presentation = P

Must haves:

Experience	
Stakeholder and partner collaboration and management	A,I
Day-to-day management of social media channels and community management.	A,I
Skills and Knowledge	
Social media content creation, including copy execution across multiple channels and tailored for specific audiences	A,I
Execution and production of content, including social-first images and short-form videos	A,I
Ability to conduct in-depth analysis of social channels using insight tools to refine plans in real time and make recommendations for the adaptation of plans or future strategies.	A,I
Strong personal skills and sensitivities to working with people living with long-term health conditions	I

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Social Media Executive

Personal attributes

Build relationships and develop effective ways of working with social teams	I
Creative individual and passion for social-first content creation	A,I

Great to have:

Experience

Experience of working with external creative agencies.	A,I
Experience executing Facebook and Instagram lives	I
Experience taking part in workshops with external social media stakeholders	I

Skills and Knowledge

Writing briefs and working with campaign case studies to develop content	A,I
Writing social media monthly reports for organic activity.	A,I

Personal attributes

Team player who can manage their own time and workload effectively	I
Proactive self-starter	I

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Other requirements:

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.



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