

Brand and Communications

Social Media Executive

The job, in a nutshell

Age UK is looking for a Social Media Executive to join our friendly and fast-paced Brand and Content team. You will work alongside the Social Media Manager and Strategic Social Media Manager to create social media content aimed at growing our presence across social media, with a particular focus on creating social-first video.

Working collaboratively with teams across the charity, you will be creating engaging content that showcases the breadth of Age UK's work, both locally and nationally. You will also manage the internal Social Media Content Calendar for all Age UK's national channels, ensuring appropriate cultural events and awareness days are supported when necessary.

We would also expect you to champion a robust online presence and develop digital marketing activity for Age UK as a whole.

www.ageuk.org.uk

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

Our values

-  Collaborative
-  Ambitious
-  Impactful
-  Inclusive

Social Media Executive

What you'll do for us:

- Create engaging content for Age UK's social channels including Facebook, Instagram, LinkedIn, Threads, TikTok and YouTube.
- Creating social-first video for TikTok and Instagram, ensuring Age UK is engaging with all relevant emerging trends.
- Supporting local Age UK partners with content creation, including visits to Age UKs across the country to film social-first video, which will help raise awareness of frontline services.
- Manage the Social Media Inbox, using our social media management tool to deal with both internal and external enquiries, and liaising with our customer engagement team where necessary.
- Take responsibility for the internal Social Media Content Calendar, ensuring appropriate cultural events are noted and internal stakeholder needs are met.
- Assist in the creation of monthly social media reports for senior stakeholders.

Location

Hybrid/London

People management

No

Division

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Must have

The letters after each competency indicates at what stage in the selection process this area will be assessed.

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

Experience

- Strong experience managing social media accounts and a proven track record of creating engaging content for different channels and demographics. (A, I, P)
- Experience in creating social media reports for senior stakeholders. (A)
- Experience working with influencers and/or talent on video shoots (A, I)

Skills and knowledge

- Proficiency in using social media management tools, including but not limited to, Sprout Social, Canva and GivePanel (A, I, T)
- Adept at using Adobe Suite (Photoshop, Premiere Pro, InDesign) (A, I, T)
- Ability to use mobile filming equipment to shoot social-first video. (P)
- Excellent oral and written communication skills (A, I, T)

Personal attributes

- Proactive self-starter (I)
- Friendly, positive presence in the team and on shoots (I)
- An attention to detail (I)
- Someone who enjoys being part of a large fast-paced team (I)

Great to have

The letters after each competency indicates at what stage in the selection process this area will be assessed.

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Experience

- Experience in a social media executive role within the third sector (A, I)

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- Experience in project management and working to strict deadlines (A, I)
- Experience writing and developing a range of different content aimed at consumers, including online materials and printed resources (A, I, P)

Skills and knowledge

- Ability to manage a social content calendar (A, I)

Any other details

There will be times throughout the year when required to work on weekends and evenings from either home or attend an event in order to deliver real time social media content. TOIL will be granted for any out-of-hours working.

- 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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