

Social Media Executive

About the role

The Social Media Executive sits in the Media & Communications' team and plays a key role in elevating Spear's brand and mission by producing engaging, story-driven digital content, with a strong focus on video, for social platforms such as TikTok and Instagram. This role centres on amplifying the voices and experiences of young people on the Spear Programme, creating authentic content that inspires audiences including young people, supporters and corporate partners.

Based in London, but working with colleagues across Spear Centres nationwide, the Social Media Executive will create engaging content in line with our social media strategy. Working from concept to filming, editing, and performance analysis, this role will also empower coaches, alumni and ambassadors to produce user-generated content. The role requires creativity, adaptability to digital trends, and strong relationship-building skills to capture impactful stories.

Role Responsibilities

Content creation

- To lead on creating video content for social channels, primarily TikTok and Instagram, prioritising youth voice and the experiences of trainees coming through the Spear Programme.
- Plan video content from concept to storyboard, through to shooting, editing and posting.
- To create other short-form video as needed, eg for the internal newsletter and to-camera pieces for the website
- Build good relationships across the organisation, including with coaches at Spear Centres, to enable ease of content gathering.
- Obtain and record relevant consent for multimedia content in line with our internal policies and relevant regulations.
- Travel to Spear centres on a regular basis to gather content.

Analytics

- Support our alumni network, Spear coaches and Spear Ambassadors to create user-generated content including video, audio and photography, by building relationships, coaching and sharing knowledge

- Keep abreast of social media trends in order to respond quickly to trending ideas. Monitor engagement of content on relevant channels by monitoring analytics and working to improve engagement.
- Staying up-to-date with best practice, new tools and content trends.

Active participation in Spear team and support for Spear's mission

- To help build and develop Spear's ethos and Christian life including leading and contributing to daily collective and personal prayer meetings which are an integral part of Spear's operation.

Person Specification

- A practising Christian, passionate about personally representing the values and beliefs of Spear, and our mission to equip and support young people facing barriers to employment.
- A passion for storytelling and sharing good news.
- Strong interpersonal skills, with the confidence to work with a range of people and help them feel comfortable on camera or in interviews
- Ability to think creatively and develop innovative content ideas that engage and inspire our audience.
- Strong verbal and written communication skills with the ability to adapt tone and style to different platforms and audiences.
- Organisational skills – the ability to plan your time, competing projects and travel.
- Around two years' experience in a related role (eg marketing, videography, communications) or experience as a content creator in another capacity.
- Skilled in video making on a smartphone, including shooting and editing. Experience in video editing software such as iMovie or Final Cut Pro a bonus.
- (Desirable) experience working directly with young people.

Key Information

- Salary: from £27,000
- Contract: Four days per week. Fixed-term 10 months (Maternity Cover)
- Annual leave: 28 days annual leave (including Christmas gift days) plus bank holidays (pro rata)

Our working hours are 9.30 - 5.30pm, with occasional evening work for events such as our Spear Celebrations.

While based at our head office in Hammersmith, West London, regular national travel to our Spear Centres across the UK is required as part of this role with occasional overnight stays.