



**Because no one
should face death
or grief alone**

Role Profile

Post Title:	Social Media Manager
Post No in PeopleHub:	
Department:	Marketing, Communications & Digital Services
Job Band / Job Family:	Grade G / Business Support
Effective Date:	

1. Purpose

- To develop the strategic management and growth of Sue Ryder's busy social media channels with the support of the Senior Social Media Manager.
- To lead paid social media activity across Meta and other channels as required, managing ad accounts to support our income-generating activities, including fundraising and retail, promotion of our end-of-life care and grief support services, and supporting our brand awareness activities.
- Support our services providing end-of-life care and bereavement support, including signposting and advice for social media audiences coping with grief and bereavement.

2. Key relationships

- The role reports to the Senior Social Media Manager
- The role has one direct line report: Senior Social Media Officer This role involves close liaison with colleagues from across the whole organisation – particularly Fundraising, Marketing, PR, Influencing Retail and Health & Social Care
- The role sits in the Marketing & Communications directorate
- The role works with external partners and agencies as required



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3. Qualifications required

- No formal qualifications, requirements specified in section 4

4. Proven knowledge, skills and ability

- Demonstrable experience and understanding of developing a social media communications strategy and delivery plans, including securing buy-in from colleagues across the organisation
- Strong line management skills and the ability to influence colleagues from other directorates
- Intermediate level skills in Canva, Photoshop and Premiere Pro (or other image and video editing software)
- Confident using Meta Business Suite, listening tools (preferably Sprout Social) and all social media platforms
- Experience working with PR and Brand & Marketing teams across integrated campaigns
- Demonstrable experience in managing and reporting on a large and busy portfolio of social media accounts across multiple platforms, including excellent knowledge of GA4, LookerStudio and native platform analytical tools
- Experience in planning, sourcing and editing content in a range of formats (image, video, graphics) for social media, with excellent copywriting and proof-reading skills and a keen eye for detail
- Proven ability in planning, implementing and optimising paid social media campaigns across a range of objectives, durations and budgets
- Confident in effectively managing budgets for social campaigns and communicating outcomes with relevant stakeholders
- A can-do approach, with a positive attitude and willingness to support others across the organisation
- Experience managing and protecting a brand and its reputation on social media
- Experience in monitoring social media out of office hours

Desirable Requirements

- Digital fundraising experience
- Experience of working in the charity sector



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- Wider understanding of digital marketing
- Experience working with external agencies

5. Complexity and accountability

- This role line manages the Senior Social Media Officer .
- All expenditure must be signed off by the Senior Social Media Manager.
- The role is empowered to liaise directly with all relevant staff and volunteers across Sue Ryder.

6. Key responsibilities

- Collaborate with colleagues across Marcomms and provide strategic recommendations to maintain an integrated approach to all social media activity.
- Support the Senior Social Media Officer to develop and maintain our national local and retail social media channels by planning and creating high-quality and engaging content.
- Manage the daily moderation rota across the team, participating in tasks and sharing opportunities for engagement.
- Lead paid social activity across income-generation, guiding the Senior Social Media Officer with their projects and acting as key contact for others.
- Develop and implement a retail social media strategy, with support from the Senior Digital Manager, to enable teams to promote their activities and enhance our national channels
- Manage our ongoing reporting across organic and paid social media to help us continually evaluate our strategy, ensuring our channels are regularly optimised and using data and insight to inform decisions.
- Deputise for the Senior Social Media Manager in relevant meetings and represent the social media team in agreed project groups.
- Provide training and support to colleagues and teams across the organisation to improve their understanding of how Sue Ryder uses social media and how it can be beneficial to their own activity.
- To be an ambassador for Sue Ryder by understanding how your role contributes to our 'One Organisation' vision and to demonstrate our values in all aspects of the role.



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- To undertake other duties that may be necessary, that are in keeping with the nature of this role.

7. Behaviours

Operate within the Sue Ryder values and behaviours standards:



Supportive:

Our first value is **supportive**. We're here for people when it matters, and that includes each other. We encourage, inspire and help one another, and celebrate success.

The behaviours for this value are **listen**, **respect** and **encourage**.

We will take time to **listen** and understand; **respect** and value each other's differences; and **encourage** and nurture each other.

Connected:

Our second value is **connected**. When we work together, we can achieve so much more for the people we support. We respect that everyone at Sue Ryder plays a vital part in delivering quality care.

The behaviours for this value are **communicate**, **collaborate** and **share**.

We will **communicate** effectively; actively **collaborate** and appreciate each other's contribution; and **share** ideas, experience and knowledge.



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Impactful:

Our third value is **impactful**. We find new and inspiring ways to positively impact the people we support – from small gestures to big breakthroughs. This proactive attitude drives us forward to achieve our ambitions and transform lives.

The behaviours for this value are **challenge, improve** and **deliver**.

We will welcome feedback and constructively **challenge** each other; reflect, learn and continue to **improve**; and each play our part to **deliver** the charity's aims.

8. General

In addition to the specific duties and responsibilities outlined in this job profile, all Sue Ryder colleagues should understand the impact that their role has on achieving our organisational aims. Our values tell us how to do this, as they guide us in our choices and influence our behaviour. We ask all our staff and volunteers to follow our values while being an ambassador for Sue Ryder.

In practice, this means:

- Being able to talk confidently about Sue Ryder, our services and campaigns
- Being able to talk confidently about why we need to fundraise, how we are funded and how people can get involved
- Promoting an equitable, diverse and inclusive environment within the charity
- Keeping up to date with our internal communications; and following the correct organisation processes and using the right systems
- Always connecting with experts from across the organisation to ensure best practice and maximum impact.

Colleagues should also be aware of their specific responsibilities towards the following:

- To adhere to all health and safety and fire regulations and to co-operate with the charity in maintaining good standards of health and safety.
- To uphold ethical and professional standards and not behave in a manner that is likely to bring the charity into disrepute.
- Demonstrate a commitment to on-going registration requirements or any national professional or occupational standards associated with the role.



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- Demonstrate a commitment to on-going learning and development and to participate in any training relevant to the role.

All employees are expected to be competent with the use of technology and information systems and understand their duties and responsibilities with regard to the appropriate use of data, including sensitive personal data.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of the charity at any time after discussion with the post holder.