

Social Media Manager

Lead and develop the social media strategy for an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.



What will you do

You'll lead Mencap's social media channels, delivering engaging social media strategies, content and campaigns.

You'll create and curate content, working alongside people with a learning disability, colleagues, external organisations and influencers.

You'll recommend ways to reach and appeal to Mencap's different audiences, helping to smash stigmas, generate support and encourage donations.

You'll be a senior member of the external communications team. You'll make the most of reactive opportunities, media moments, emerging trends and support colleagues with reputational management.

What you will bring

You'll be passionate about helping to make the UK the best place in the world for people with a learning disability to live happy and health lives.

You'll know how to craft a social media post, plan a campaign and have a knack for telling compelling stories.

You'll be great at collaborating and excited by the chance to co-produce your content alongside people with a learning disability.

You'll be bold and up for a challenge. You'll bring a willingness to try new things, challenge the status quo and fight for a fairer world.

Your experience

You'll be experienced in managing and growing social media channels, strategy and content for a business or charity.

You'll be an expert with tools like Brandwatch, Canva, Office 365 or Adobe CC

You'll have run successful social media ad campaigns and be familiar with Meta Business Manager

You'll be experienced in creating or commissioning content of all types to suit your plans - graphics, videos, collabs, blogs, live streams and stories - whatever is needed!

You'll have managed or dealt with complex or difficult issues on social media. You'll have an understanding and experience of how these should be handled from a reputational or safeguarding perspective.



More information about this role

Mencap's social media channels have over 360,000 followers and are hugely important to our communications and media strategies. The social media manager will have a senior role on the external communications team, and will work closely with colleagues in media, campaigning, fundraising and across the organisation.

Your extended team includes graphic designers, marketing managers, digital and communications experts and colleagues with a learning disability. You'll also have a content production and marketing budget to help bring your plans to life.

You'll be the go-to expert on communicating with different audiences via socials. You'll also help our support services to understand and respond to social media issues they sometimes deal with.

You'll also report on what works, what doesn't work and make recommendations on how to engage with audiences.

What will mencap give you

24 days annual leave plus bank holidays (pro-rata for part-time) + a variety of benefits including pension and holiday buying options.

Ongoing training and development opportunities to enhance your skills.

A supportive and inclusive work environment where your contributions are valued.

How to apply

Please apply with an up to date CV that demonstrates your skills and experiences relevant for this position.

If you require any further information please contact our Recruitment team on 01733 246699.

Mencap's values and how they apply to this role



We are **PASSIONATE** about making the world a better place

You will have a genuine passion for making the world a fairer place



We are **INCLUSIVE** of everyone

You will work alongside people with a learning disability to make sure all different voices are heard and listened to.



We are **BRAVE** we challenge and try new things

You'll try new things and challenge the stigma faced by people with a learning disability online



We are **POSITIVE** in our work and with each other

You will highlight and celebrate the achievements of people with a learning disability in all walks of life



We are **KIND** to everyone

You will be kind, supportive and encouraging to everyone you interact with.