

Vacancy Reference Number:

SMM/C&D/FR/UK-R1

Position title:

Social Media Manager

Reports to:

Head of Digital

Location:

HYBRID with some travel to our Nottingham or London offices

(Muslim Hands, 148 – 164 Gregory Boulevard, Gregory House, Nottingham, NG7 5JE **OR** Muslim Hands UK, 595-597 Commercial Road, London, E1 0HJ.)

Hours of Work:

Full-time, 35 hours per week

Salary guideline:

(Up to) £33,000.00 per annum (commensurate with experience)

Terms of Employment:

12-Months' Fixed Term Contract (subject to successfully completing a 6-Month Probationary Period)

Application Process & Closing Date:

Please send an introductory email telling us why you are suitable for the role along with your CV and 3 samples of recent work by no later than **8th April 2024**. Use Vacancy Reference Number and your **NAME** in the Subject Line.

Approx. Interview & Role Commencement Date(s):

Interviews: AS AND WHEN SUITABLE APPLICANTS IDENTIFIED

Start: ASAP

Note: Strong Applicants may be contacted sooner, ahead of the closing date, to hold an Online Interview with Muslim Hands; therefore, please familiarise yourself with ZOOM, MS Teams, and Skype post successful submission of your application.

Other Information:

Muslim Hands is a UK based international relief organisation working in over 40 countries worldwide. The Head Office in Nottingham and a fundraising team in Whitechapel London; occasional travel between the two locations. Muslim Hands UK is seeking an enthusiastic and passionate individual to join our team during an exciting period of growth and change as we have ambitious plans to grow our activities by 2025.

Muslim Hands is an NGO that is at the forefront of delivering live saving aid and emergency relief to those who need it most, as well as building long term solutions that help the needy and impoverished worldwide.

The Fundraising team is active, diverse and dynamic and is set up to deliver and turn around tasks efficiently in a fast-moving sector. We thrive on new and creative ideas, always keeping the needs of our donors first and foremost.

The Role:

The Social Media Manager will lead our social media strategy to drive engagement thorough all social channels. From post planning, scheduling and creating content to reporting and optimising our content across both organic social media as well as paid social.

Responsibilities:

- Line management of one direct report to support in digital marketing efforts.
- Responsible for creating and delivery our social media strategy across all existing and new social media platforms.
- Responsible for the planning, creating, scheduling and reporting of all organic social media content across existing as well as new social media channels.
- Responsible for the planning, creating, reporting and optimising all paid social media content across all existing as well as new social media channels.
- Responsible for a paid social budget, including reporting on spend and ROI on a weekly and monthly basis.
- Perform social media audits to further optimise channels.
- Report on social listening amongst our core base and issues.
- Manage requests from across the organisation including the development of a social media briefing process for continued cross-org support.
- Engage with key followers including some influencers across our social accounts.
- Report on all relevant social metrics including engagement, follower count, impressions and reach.

Person specification:

- Experience in an agile fundraising environment where priorities can change without warning.
- Test and learn mindset to deliver the best performing social posts.
- Data driven to optimise performance across channels.
- Experience in Meta, YouTube, X, LinkedIn, Pinterest and TikTok.
- Stays up to date with social media trends including new social channels.
- Good organisational and time management skills.
- Strong copywriting skills including the ability to story-tell.
- Creative thinker to do things differently.
- Strong communicator and able to work collaboratively.

Essential for Successful Postholder to:

- Possess the ability to demonstrate current eligibility to work within the United Kingdom
- Be able to either:

1. Provide a valid Disclosure Barring Service (DBS) certificate (issued within the last year) when requested by Muslim Hands;

OR

2. Undertake to provide full cooperation for Muslim Hands to perform a DBS Check at the required level appropriate for this / similar role.

AND

- Demonstrate Muslim Hands' values and ethics in own working practices, approach and conduct
- Support with other Fundraising activities from time-to-time, committing to partake in live TV-Appeals during our peak periods.
- Undertake any reasonable responsibilities as required by Line Manager
- Promote and adhere to all Muslim Hands Policies, Procedures and Professional Practices

How to Apply

Please send an introductory email telling us why you are suitable for the role along with your CV and 3 samples of recent work by no later than **8th April 2024**. Please note your application may not be considered if you do not send a covering letter.

We reserve the right to end the application procedure early should the right candidate be found ahead of the advertised closing date

NB: This Job Description is illustrative and non-exhaustive in scope. The post-holder may be required to undertake any reasonable tasks as and when required by Line Manager from time to time to reflect the changing needs of the Organisation.