

Social Media Officer

Job Description and Person Specification

Reporting to: Digital Marketing Manager

Location of work: Flexible. This post holder can be based in our London office or a hybrid approach working from home with office visits as required, we continue to seek to enable flexible and remote working. The role will involve some irregular travel throughout England and Scotland.

Contract type: Ideally full-time, 35 hours per week, although part time / flexible hours may be considered. The role may require occasional evening and weekend work

Contract Length: Permanent

Salary: £31,500

BACKGROUND

Magic Breakfast is a registered charity providing healthy breakfasts to children and young people in the UK who arrive at school too hungry to learn, and expert support to their schools. Over 200,000 children and young people are on roll at Primary, Secondary, ASL / Special Educational Needs Schools and Pupil Referral Units that the charity works with, in disadvantaged areas of Scotland and England. Providing breakfast ensures that children start their school day with the energy and nutrition they need to be able to make the most of their morning lessons. Magic Breakfast also undertakes research, and campaigns for long-term solutions to end hunger as a barrier to learning.

This is an exciting time to join Magic Breakfast if you wish to make a difference to the lives of children. We are expanding our team to meet the challenge of ending child morning hunger, both for now and for good

JOB PURPOSE

Magic Breakfast's mission is to end child morning hunger in the UK now and for good. The Brand and Marketing team's purpose is to significantly increase awareness, engagement and reputation of Magic Breakfast, supporting wider teams to achieve their objectives.

As part of the Brand and Marketing team, the Social Media Officer will lead on social media strategy for the organization, working closely with teams across Magic Breakfast to develop and diversify our presence on social media. Through innovative, compelling content creation the Social Media Officer will raise awareness of our work and the Magic Breakfast brand. The role's aims are to reach and engage new audiences and to strengthen brand advocacy with existing target audiences.

KEY RESPONSIBILITIES

- Develop Magic Breakfast social media channels to grow an engaging environment for people with lived experience of childhood morning hunger and our wider supporter network.
- Ensure each social channel has a clearly defined audience tone of voice and role.
- Develop and deliver effective strategies that optimise and grow our social media channels.
- Effectively plan, deliver and manage organic and paid social media activity in partnership with fundraising, policy, campaigning, corporate partners and service delivery teams
- Liaise with both Magic Breakfast and corporate partners' design, PR and social media agencies to deliver effective and timely campaigns.
- Monitor, improve (through testing and optimisation) and report on the performance and effectiveness of social media content and campaigns
- Write impactful and engaging social posts, sourcing appropriate imagery and developing video content in collaboration with the Multimedia Producer.
- Set up social listening and monitor output from relevant aligned organisations
- Identify opportunities for linking topical, trending and seasonal events to Magic Breakfast content.
- Monitor audience interaction with Magic Breakfast social media channels and respond to comments using brand tone of voice.

General

- Contribute to team meetings, sharing best practice and supporting team members where necessary.
- Help to maintain a positive working environment; keeping the vision of Magic Breakfast at the heart of everything we do.
- Uphold a culture that keeps children and young people at the heart and encourages openness, collaboration, bravery, compassion and a solutions-focussed approach
- Work collaboratively across the organisation more widely to build good working relations across the organisation and provide ad-hoc support to other teams and members of staff.
- Adhere to all Magic Breakfast policies and procedures.
- Ensure that all activity is compliant with current legislation, GDPR and child safeguarding requirements (training provided)
- Participate in occasional work-related events at external venues and perform support related activities as required be willing to undertake occasional work outside of regular office hours and UK travel.
- Undertake any other duties commensurate with the role.

PERSON SPECIFICATION

Knowledge and Experience

- Experience and passion for developing and managing social media channels and communities.
- Knowledge and a desire to be up-to-date with the ever changing social media landscape.
- Editorial and copywriting skills including professional experience in producing digital content for large audiences.
- Experience of planning, delivering and optimising social media campaigns
- Experience of working to brand guidelines and messaging to produce content
- Experience of managing and coordinating multiple cross-channel projects, working with several different stakeholders
- Experience using social media scheduling management system
- Experience of co-creating content with users and managing user generated content

Skills and Abilities

- Excellent problem-solving skills, balanced with an ability to think creatively and "out of the box"
- Good level of competency in the use of Microsoft Office
- Outstanding time management and organisational skills with the ability to autonomously prioritise multiple tasks simultaneously and work under pressure to deadlines
- Excellent written communication skills with the ability to communicate messages confidently, engagingly and with impact
- A collaborative team player with the confidence to work both self-sufficiently and across teams and departments, proactively engaging colleagues on projects and initiatives
- Excellent attention to detail

Other

- Passion and commitment to Magic Breakfast's aim of alleviating morning hunger as a barrier to learning for children in the UK.
- Share Magic Breakfast's commitment to Diversity, Equality and Inclusion within the workplace.
- Willing to travel within the UK occasionally for meetings and other events (Covid permitting).