Job Title: **Social Media Officer**

Location: **Office-based in London with flexibility to work remotely**

Reports to: **Social and Paid Media Manager**

Introduction to MS Society

Over 130,000 of us in the UK have multiple sclerosis (MS). It's unpredictable and different for everyone. It's often painful and exhausting, and can cause problems with how we walk, move, see, think and feel. It can make it hard for us to work, and do the things we enjoy. But it doesn't have to be this way.

We're the MS Society – a community of people living with MS, scientists, campaigners, volunteers and fundraisers. We understand what life's like with MS, and we support each other through the highs, lows and everything in between. And we're driving research into more – and better – treatments for everyone. Together, we are strong enough to stop MS.

Purpose:

To support the Social and Paid Media Manager in the management of our social media channels, creating targeted content for an audience of over 100,000 users and helping to plan and manage projects, appeals and organisational campaigns.

To support the Social and Paid Media Manager to ensure integration of social media and our online forum in order to best support user objectives. To provide moderation for our social media and online forum, engaging with users to build a sense of community.

Key Relationships:

Internal
The post holder works closely with Social and Paid Media Manager, as well as key members of the fundraising, policy, communications and research teams.

External
The post holder potentially works with volunteers, supplier and agencies, and our audience of people affected by MS.

Key Accountabilities:

The MS Society Social Media Officer will support delivery of our digital strategy by:

1. **Business plan implementation (90%)**
   1a Day-to-day running of social media channels
   1b Create specific tailored content for social media channels and in response to broader campaigns and projects
   1 c Support our broader content strategy development
2. **Monitoring and reporting on performance (10%)**

Detailed Responsibilities:

Business plan implementation (90%)

1a Day-to-day running of MS Society social media channels

- Work closely with the Social and Paid Media Manager, providing input into the creation of the social media and channels strategies and organisational projects and campaigns.
- Support the Social and Paid Media Manager in implementing these strategies across the organisation, educating, leading and influencing others
- Provide specialist advice and guidance to staff on matters relating to social media management, best practice and content creation. Support Social and Paid Media Manager in the articulation of the MS Society's positioning across all social media channels, ensuring we are a trusted, vibrant and engaging brand on social platforms
- Provide day to day moderation of our social media and forum, building a sense of community online
- Keep up to date with emerging trends and new technologies to maximise opportunities and help shape ongoing channel and content development
- Provide practical technical expertise and constructive advice to colleague's cross-directorate and cross-nation on social media
- Set up paid advertising, working with teams to develop targeting to maximise our reach

1 b Create specific tailored content for social media channels

- Create content tailored for specific social media channels in order to best meet user and organisational objectives.
- Develop content in response to external moments, trending topics or national days to ensure we are on trend and on topic
- Ensure that specific social media content meets the goals and KPIs of our users and digital strategy

- Proactively engage with our target audiences by sharing content, finding ways to grow followership and improve overall engagement
- Use a range of reporting tools to measure success of content against KPIs, learning from insights, presenting to colleagues and making recommendations for improvements
- Work with the content team to ensure social media content supports organisational content strategy, SEO and digital in general
- Work with wider organisation to develop content
- Ensure social media marketing supports overall content marketing and community strategies
- Support the Social and Paid Media Manager as required in creation of agency campaign briefs
- Develop social media content plans to acquire and steward supporters, including thanking supporters for fundraising or taking action
- Develop social plans for small campaigns, appeals or marketing moments

1 c Support our broader content strategy development

- Work with the Social and Paid Media Manager to ensure social media activity and content supports overall organisational community strategy.
- Assist in the implementation of the community strategy, inputting into the community content planning calendar and creating outbound content as required
- Implement specific content strategy points relevant to social media in conjunction with the Social and Paid Media Manager
- Work across teams to ensure editorial consistency
- Work with the wider social media community to identify and reach out to influencers to help extend the reach of our content

Monitoring and Reporting on Performance (10%)
- Accountable for the analysis and evaluation of your work performance, monitoring and reporting against objectives, outcomes and KPIs.
- Ensuring action is taken in a timely manner to enable corrective action to be taken
- Ensuring the impact of your work is measured in accordance with the MS Society's outcomes framework
- Collate stats on reach and engagement across all social media platforms and report into the broader team

General
- Compliance with MSS's governance procedures, MSS policies and guidelines.
- Contribute to a positive working environment in which equality and diversity are valued and staffs are enabled to do their best.

Person Specification:

In addition to demonstrating our core MS Society competencies that are listed at the end of this job description, the role requires knowledge and skills in the areas of:

Qualifications

Essential

- A levels/equivalent qualification or
- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development.

Experience

Essential

- Experience of writing and editing sharp and engaging copy and suitable visual content for various social media channels
- Experience of providing specialist advice on developing content for social channels to a wide range for non-technical colleagues
- Solid experience of delivering social media campaigns with proven results
- Experience of engaging with and creating content for online communities

Desirable

- Working in digital media in the charity or not-for-profit sector
- Content strategy experience
- Working with volunteers

Knowledge and skills

Essential

- In depth knowledge and understanding of a range of social media channels (Facebook, Twitter, YouTube, Instagram, etc.), including their different features, functionality and audiences.
- Solid understanding of how to develop content to achieve best results across various social media channels.
- Sound knowledge of principles of good digital copywriting, particularly for social channels
- Excellent interpersonal skills, and able to influence/persuade a wide range of stakeholders.
- Up to date knowledge of the latest trends and developments in social media content delivery
- Good editing and proofreading skills
- Fast learner - able to discover and use new tools and platforms quickly
- Demonstrable commitment to collaborative team work
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity

- Excellent organisational and workload management skills, with ability to work under own initiative to manage deadlines
- Excellent all round IT skills, as well as familiarity with content management systems, image editing software, social media monitoring and platform insights tools. Google Analytics is a plus.

Employment terms:

Grade: E1

MS Society Core Competencies

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Competence	Descriptor: behaviours that can be observed	Linked to BEAT values
Fosters co-production	Acts with and for the MS Community, seeking the expertise of people living with MS to co-produce services and solutions. As a team manager, supports individuals to deepen their knowledge and understanding of the MS Community, sharing their own experience and examples of doing so.	**Together** **Expert**
Open to change and innovation	Challenges the status quo to find new and better ways of working, adapting and responding to change and learning from failure. As a team manager, supports and motivates team to try new things, pursue innovation that leads to better organisational outcomes, and share lessons from failures.	**Bold** **Ambitious**
Sound decisions	Makes timely decisions with appropriate information, balancing evidence and insight with appropriate risk assessment and action. As a team manager, makes and acts upon clear, transparent and timely decisions even in challenging circumstances, encouraging robust dialogue around assumptions and outcomes.	**Ambitious** **Expert**
Collaborative working	Invests time and energy to establish trust and build positive working relationships with individuals and teams across the organisation.	**Together**

	As a team manager, actively enables learning and working as a team, supporting the work of other teams and creating opportunities for cross organisational working.		
Effective Communication	Demonstrates active listening skills and communicates clearly and succinctly in a range of formats, tailoring messages to audiences as appropriate. As a team manager, engages team through seeking feedback, listening and responding to different viewpoints while ensuring everyone is clear about key messages, role expectations and organisational goals.	**Together** **Expert**	
Outcome focussed	Focuses on impact and the priorities, resources and deliverables needed to achieve desired outcomes. As a team manager, maintains focus on successful outcomes rather than hours worked, empowering and trusting people to be responsible and accountable for their work.	**Bold** **Together**	
Inclusivity	Treats people fairly and respectfully regardless of background, role or status, seeking to understand and incorporate different values and viewpoints into decisions and work. As a team manager, promotes an inclusive culture that recognises and values what each individual brings to the team, ensuring reasonable adjustments are put in place to support this.	**Together**	
Accountability	Takes responsibility for work and personal actions; delivers on commitments, indicating where work is behind and help is needed, and acknowledges and learns from mistakes.	**Bold** **Expert** **Ambitious** **Together**	

	As a team manager, sets and communicates clear expectations for self and others, speaks up and appropriately challenges when things aren't working and addresses problems quickly and transparently.	
Tech Savvy	Embraces rapidly changing technology solutions, and understands how technology improves delivery of goals and drives efficiency and effectiveness. As a team manager, creates opportunities to explore and learn about the changing technology environment, apply learning and champion digital innovation.	**Bold** **Ambitious**