

## Social Media Officer

### JOB DESCRIPTION

**Location:** London (Hybrid - 1 to 2 days per week in the office)

**Work pattern:** 9am to 5pm, Monday to Friday 35 hours per week

**Responsible for:** n/a

**Interaction with:** Directors, Managers, and Staff at FEC as well as stakeholders, etc

**Reporting line:**



**Role (Brief overview):** Leading the charity's social media presence, the Social Media Officer will develop engaging content that highlights our services, celebrates the achievements of the people we support, and builds wider understanding of the challenges faced by some within the Armed Forces community. They will bring clarity, empathy and authenticity to our communications, ensuring our message reaches those who need us most.

Passionate about social media and making a meaningful difference, they will have excellent content creation skills and can develop compelling, sensitive and engaging digital content that captures the lived experience of the Armed Forces community and brings our services to life.

Confident at managing multiple social channels and a content calendar, the Social Media Officer will have a sharp eye for emerging platform trends and know how to land content that stops people mid-scroll.

Experienced at using data-driven insights, they will be able to analyse what's working and identify opportunities to grow our reach to strengthen the Forces Employment Charity brand.

## **Principal responsibilities:**

### **Social Media management**

- Lead the daily management of social media channels (LinkedIn, Facebook, Instagram and emerging platforms as required), including content creation, curation, and scheduling.
- Manage the charity's social media calendar in alignment with organisational activity, including channel selection, content requirements, and delivery timelines.
- Monitor and respond daily to community interactions to grow engagement.
- Tailor content to resonate with different audiences and platforms.

### **Content creation**

- Create compelling, on-brand content including high-quality, on-brand graphics, short-form videos and reels.
- Identify trends and look for innovative opportunities to increase engagement and brand awareness.
- Collaborate with colleagues to source ideas and content, including repurposing client stories, testimonials, and impact data.
- Collaborate with Fundraising and Events teams to develop content that boosts sign-ups.
- Work closely with the Senior Marketing Officer to plan and deliver coverage of key charity events around the UK.

### **Internal collaboration and support**

- Act as the go-to person for the charity on all things social media.
- Provide guidance, informal training, and best practice- advice to help colleagues create effective social posts and build confidence and visibility on social media.
- Encourage consistent use of branding and messaging across regional and service-level posts.
- Support communications efforts for high-profile events and corporate partnerships.

### **Campaigns and analytics**

- Develop social media plans, using audience insights and expertise, to support the delivery of campaigns promoting fundraising events, services, and key initiatives.
- Track and evaluate social media performance using analytics tools, produce regular reports with insights and recommendations.
- Test and optimise content formats, messaging, and posting strategies based on data.

### **Brand and collaboration**

- Uphold and champion the charity's brand and messaging guidelines in all digital communications.
- Work closely with the Marketing and Communication team to ensure alignment across channels.
- Track and engage the activity of partner organisations, influencers, and supporters

### **PERSONAL SPECIFICATION**

#### **Essential competencies:**

- Proven experience managing professional social media accounts for a minimum of one year, ideally in the charity or Not-for-Profit sector.
- Robust knowledge of social media and confidence in posting across multiple platforms.
- Experience of writing for a range of audiences on different channels to produce daily compelling, succinct and shareable content that resonates.
- High attention to detail and excellent written communication skills with a strong understanding of digital tone and audience engagement.
- Experience supporting the development of and implementing a social media strategy to increase engagement, reach and donations/registrations.
- Excellent content and design skills, and confident with tools such as Canva and vizard.ai and video editing for social content.
- Proficient in using social media scheduling and analytics tools (e.g. Hootsuite, Meta Business Suite).
- Experience of working in a busy communications team, managing competing demands, meeting deadlines, and working on multiple projects simultaneously.
- Understanding and appreciation of accessibility, brand guidelines, safeguarding, and handling sensitive/emotional communications.
- Experience in developing social media content to promote and showcase events.
- Ability to demonstrate empathy and sensitivity to the needs of clients, particularly in our Justice Service, and an interest in their lived experiences and our work supporting them.
- Ability to build excellent working relationships with internal and external stakeholders at all levels.
- Ability to work on own initiative.
- Good time management and organisational skills.

**Desirable competencies:**

- Knowledge and understanding of the importance of our employment and justice services to the Armed Forces community.
- Familiarity with paid social media advertising.
- Experience delivering impactful social media-led fundraising content.
- Experience in using social media for influencing and campaigning.
- Experience working with storytellers sharing sensitive topics.