

# Job Description and Person Specification

## Social Media Officer

### Job title

Social Media Officer

### Salary

£27,000 - £29,000 per annum, depending on level of experience.

### Hours

Full-time - 35 hours per week

### Location

Remote (with occasional travel)

### Reporting to

IT and Digital Communications Manager

### Contract type

Permanent

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## Job Description

### Role purpose

The Social Media Officer will support myaware to develop a more coordinated, consistent and effective social media presence across the organisation.

The role will help move myaware's social media activity from a reactive, team-by-team approach to a more planned and strategic function that supports awareness, fundraising, support services, membership growth, community engagement and brand consistency.

The postholder will work closely with the IT and Digital Communications Manager, Fundraising, Professional Services and other teams to plan, create, schedule and evaluate social media content. They will help staff turn their knowledge, updates and campaign activity into engaging, accessible and brand-aligned content for myaware's audiences.

The role will also support the development of reusable templates, clearer content processes, social media reporting, and appropriate use of design tools and AI-assisted content creation.

## Key responsibilities

### 1. Social media planning and coordination

- Support the planning, coordination and scheduling of social media content across myaware's channels.
- Maintain a social media content calendar, working with teams to identify upcoming campaigns, events, support updates, fundraising activity and awareness opportunities.
- Help ensure social media activity is balanced across myaware's priorities, including support, fundraising, awareness, membership, events and community engagement.
- Support a more structured approach to content planning, reducing reliance on ad hoc or last-minute posting.
- Help identify opportunities to repurpose existing content from the website, newsletters, events, campaigns and community activity.

### 2. Content creation and copywriting

- Draft clear, engaging and accessible social media copy for a range of audiences, including people affected by myasthenia, families, carers, supporters, fundraisers, healthcare professionals and the wider public.
- Create and adapt social media content for different formats, including posts, carousels, Stories, Reels, short-form video, polls and direct-message-led campaign activity.
- Support teams to turn ideas, themes and updates into suitable social media content.
- Ensure content is appropriate for a health charity, with attention to accuracy, sensitivity, accessibility and tone.
- Support the development of campaign messaging for awareness activity, fundraising events, support services and community engagement.

### 3. Design, templates and brand consistency

- Create and maintain reusable social media templates that staff can use and adapt.
- Produce simple, accessible and brand-aligned graphics for social media and digital campaigns.
- Help ensure social media content follows myaware's brand guidance, tone of voice and visual direction.
- Provide practical support to colleagues creating social content, including guidance on layout, imagery, accessibility and appropriate use of templates.

- Help reduce inconsistent use of logos, colours, fonts, visual styles and messaging across social media content.
- Support the rollout and day-to-day application of any refreshed brand guidance following the Website and Brand Development workstream.

#### 4. Cross-team support

- Work with Fundraising to support event promotion, supporter recognition, campaign activity and sign-up journeys through social media.
- Work with Support to create clear, accessible and consistent content around support services, awareness, signposting and community activity.
- Work with other teams as required to support organisational updates, campaigns, events and key messages.
- Provide a practical review route for more substantial, sensitive or public-facing content before publication.
- Help colleagues build confidence in using social media and design tools appropriately.

#### 5. Digital tools and AI-supported content

- Use design and scheduling tools appropriately to create, organise and publish content.
- Support colleagues in using tools such as Canva and other approved platforms in line with myaware's brand and accessibility expectations.
- Help develop sensible and appropriate use of AI-assisted content creation, ensuring that any AI-supported copy or imagery is reviewed for tone, accuracy, sensitivity and brand suitability.
- Flag risks where content may be inaccurate, inappropriate, off-brand or unsuitable for myaware's audiences.

#### 6. Community engagement and channel development

- Help myaware use social media to strengthen community connection, participation and engagement.
- Support appropriate use of interactive formats such as Stories, polls, questions, Reels and short-form video.
- Identify opportunities to increase reach, engagement and participation across social media channels.
- Support social media activity that helps people find information, access support, engage with events, participate in fundraising and connect with myaware's wider community.
- Monitor comments, messages and engagement trends in line with agreed processes and escalation routes.

## 7. Reporting and evaluation

- Monitor social media performance and help provide regular reporting on key metrics.
- Track content performance, engagement, reach, impressions, follower growth and other relevant indicators.
- Use insight from social media reporting to inform future content planning.
- Support the development of clearer reporting processes linked to myaware's digital dashboard and wider communications reporting.
- Identify what types of content are performing well and recommend improvements.

## 8. Accessibility, inclusion and quality control

- Ensure social media content is accessible, inclusive and appropriate for myaware's audiences.
- Consider readability, contrast, alt text, captions, plain English, image choice and content clarity.
- Help ensure content is suitable for people who may be newly diagnosed, fatigued, anxious or looking for practical information.
- Apply appropriate sensitivity when dealing with health-related, personal, fundraising or community stories.
- Ensure content aligns with myaware's values and public reputation.

## General responsibilities

- Work in line with myaware's policies, procedures and values.
  - Maintain appropriate confidentiality and data protection standards.
  - Follow safeguarding, consent and image-use processes where relevant.
  - Work collaboratively with colleagues, volunteers and external partners.
  - Take part in supervision, team meetings and training as required.
  - Carry out other reasonable duties relevant to the role.
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## Person Specification

### Essential experience

The successful candidate will have:

- Experience creating social media content for an organisation, charity, campaign, community group or similar setting.
- Experience writing clear and engaging copy for different audiences.

- Experience using social media platforms such as Facebook, Instagram, LinkedIn, X/Twitter, YouTube or similar.
- Experience creating or adapting simple graphics using tools such as Canva, Adobe Creative Cloud or equivalent.
- Experience planning or scheduling social media content.
- Experience working to brand, tone of voice or style guidance.
- Experience reviewing content for clarity, accessibility and audience suitability.

## Desirable experience

It would be useful for the candidate to have:

- Experience working in a charity, health, disability, community or membership organisation.
- Experience supporting fundraising or event promotion through social media.
- Experience creating Stories, Reels, short-form video or carousel content.
- Experience using social media scheduling or reporting tools.
- Experience working with volunteers or colleagues who contribute content.
- Experience using analytics to improve content planning.
- Experience supporting campaigns or awareness activity.
- Experience using AI-assisted tools appropriately in a communications context.

## Essential skills and knowledge

The successful candidate will be able to:

- Write clearly, accurately and sensitively.
- Create accessible, engaging and audience-appropriate content.
- Understand how social media can support awareness, fundraising, services, membership and community engagement.
- Use design tools to create simple, clear and brand-aligned graphics.
- Plan and organise content across multiple priorities.
- Work collaboratively with colleagues from different teams.
- Give constructive guidance and support to colleagues developing content.
- Understand the importance of brand consistency and reputational risk.
- Use social media data and insight to inform future content.
- Manage competing priorities and deadlines.
- Work with attention to detail.
- Communicate in a warm, professional and supportive way.

## Desirable skills and knowledge

The candidate may also have:

- Knowledge of accessibility good practice for digital and social content.
- Understanding of health communications or communicating about long-term conditions.
- Knowledge of online community engagement.
- Skills in basic video editing or short-form video creation.
- Understanding of paid social media or boosted posts.
- Knowledge of SEO, website content or email marketing.
- Awareness of consent, safeguarding and sensitivity when sharing personal stories.

## Personal qualities

The successful candidate will be:

- Warm, thoughtful and audience-focused.
  - Creative but practical.
  - Organised and reliable.
  - Sensitive when working with health-related or personal content.
  - Confident supporting colleagues and asking for input.
  - Comfortable working across teams.
  - Willing to learn about myasthenia and the needs of people affected by it.
  - Able to balance creativity with accuracy, accessibility and brand consistency.
  - Proactive in identifying opportunities for better content and engagement.
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## Initial priorities

In the first 3–6 months, the Social Media Officer would be expected to support:

- development of a more structured social media content calendar;
- creation of reusable Canva/social media templates;
- improved content planning with teams across the organisation;
- clearer processes for submitting, reviewing and scheduling content;
- stronger use of Stories, polls, Reels, video and direct messages where appropriate;
- improved social media reporting and insight;
- more consistent application of myaware's brand, tone and accessibility expectations;

- support for upcoming campaigns, awareness activity, fundraising events and website/brand development work.

## Success measures

Success in the role may include:

- more consistent and planned social media output;
- reduced pressure on staff whose main roles are not communications roles;
- improved quality and consistency of social media content;
- clearer content processes across teams;
- increased use of reusable templates;
- improved engagement with priority audiences;
- stronger support for fundraising, awareness, services and membership activity;
- better use of reporting and insight to guide future content;
- improved confidence among staff contributing to social media content.