

Job Description & Person Specification

Job Title: Social Media Officer (Freelance or Fixed-Term Contract)

Location: Remote

Contract: Temporary, 1 year. Part-Time, 7.5 hours

Salary: £5,245.50 per annum

Freedom for Animals is seeking an experienced Social Media Officer to work closely with our Campaigns and Fundraising teams, alongside our Graphic Designer, to grow and strengthen our social media presence. The successful candidate will be a passionate and creative communicator who can craft compelling content, share powerful stories and inspire more people to take action for animals.

Purpose of Role:

To work with the Co-Directors and wider team to plan and deliver engaging social media content that amplifies Freedom for Animals' voice, inspires action and supports our campaigning and fundraising objectives.

Key responsibilities

- Plan, schedule and publish content across Freedom for Animals' social media channels.
- Write engaging captions that inspire people to take action for animals.
- Work closely with the Graphic Designer to develop social media content and ensure assets are used effectively.
- Repurpose blogs, investigations, reports, news stories and campaign content into compelling social media posts.
- Support campaign and fundraising activity by delivering coordinated social media content.
- Maintain a forward social media content calendar.
- Coordinate social media activity around key campaigns, fundraising appeals, awareness days and organisational priorities.
- Monitor comments, messages and conversations, responding where appropriate and escalating issues when needed.
- Stay up to date with platform developments, trends and opportunities to improve performance.
- Identify opportunities to increase reach, engagement and supporter acquisition across social media channels.
- Monitor and report on social media performance, making recommendations based on insights.
- Help grow Freedom for Animals' online communities and increase engagement with our campaigns.

- Ensure all social media content reflects Freedom for Animals' tone of voice, values and messaging.

This task list is not exhaustive and the post holder will be expected to carry out any activity that is commensurate with the role of Social Media Officer within a small charitable organisation.

Person Specification

Essential skills and experience

- Experience managing social media accounts for a charity, campaigning organisation or purpose-led organisation.
- A clear understanding of how social media can be used to support campaigning, fundraising and public engagement.
- Excellent editorial, copywriting and proofreading skills, with the ability to adapt tone for different audiences and platforms.
- Strong understanding of Facebook, Instagram, LinkedIn and emerging social media platforms.
- Experience using scheduling and analytics tools.
- Experience using social media analytics to evaluate performance and make evidence-based recommendations.
- Excellent organisational and time management skills, with the ability to prioritise workload and respond to changing priorities.
- Ability to work independently and manage priorities with minimal supervision.
- Excellent communication and interpersonal skills.
- Team player and a proven ability to build effective relationships with colleagues, volunteers, supporters and external stakeholders.
- Ability to take the initiative and bring new, innovative and creative ideas to the table
- Ability to travel as required and work flexible hours, including some weekend and evening work.
- Ability to plan workload but also to react quickly to emerging issues when required
- A strong commitment to Freedom for Animals' vision, values and charitable objectives.

Desirable

- Experience supporting advocacy or campaigning through social media.
- Experience editing or repurposing short-form video content for social media.
- Knowledge of issues affecting animals exploited in zoos, aquariums, mobile zoos, bird of prey centres, circuses, the exotic pet trade and the media.
- Experience of working with a grassroots supporter base
- Knowledge of digital fundraising or supporter engagement.

Freedom for Animals is committed to being an equal opportunities employer and to creating a diverse, equal and inclusive working environment.