



**Ambitious
about Autism**

Social Media Officer

Job description, 2024

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Job description

Job title	Social Media Officer	Team	External Affairs and Development
Job band	£30,904 - £35,501 (depending on skills and experience)	Reporting to	Content and Stories Manager
Hours	35 hours per week, 9am-5pm. Hybrid working.	Line manages	N/A

Approved by: Deputy Director of External Affairs

Updated: September 2024

Role purpose

Ambitious about Autism is the national charity standing with autistic children and young people. We see a world where autistic children and young people can be themselves and realise their ambitions.

We are seeking a social media officer to join our small yet ambitious team to help us drive engagement and reach on social media to increase awareness of our vital work.

We are seeking someone with a passion for storytelling, excellent written communication skills and attention to detail who can tailor compelling messages for our different audiences. You will keep up to date with latest news and social media trends to ensure we are always engaging our audiences in the most effective way.

You will have a creative eye and knowledge about different formats that can be used to tell our story, from videos and images to graphics.

The role will involve the daily management of our social media channels – Facebook, X, LinkedIn and Instagram – including scheduling posts and creating positive two-way engagement with our online supporters.

Working alongside the Content and Stories Manager you will also develop a wide range of digital content aimed at engaging our primary audiences of autistic children and young people and their families through online channels.

You will help us track and analyse social media performance to ensure we are always improving.

Key accountabilities and dimensions

- Working with the Content and Stories Manager and wider External Affairs team to deliver the social media strategy.
- Managing and optimising social media channels, including daily monitoring, scheduling and engagement with posts.
- Monitor channel performance against agreed KPIs and provide regular reports as part of wider External Affairs reporting framework.
- Working with colleagues across the organisation to schedule and produce tailored social media content, reviewing performance and recommending approaches to

increase effectiveness.

- Developing professional understanding of the evolving social media landscape, horizon scanning and monitoring partners and competitors to increase the knowledge base of the wider External Affairs team.
- In line with the content development strategy, producing and/or liaising with external suppliers to produce relevant and compelling social media content for autistic young people and their families, as well as other target audiences.
- Analysing and identifying effective content formats and optimising for each platform to increase reach, engagement and impact.
- Support colleagues across the organisation to improve their understanding and use of social media in a professional capacity.
- Ensuring that brand guidelines, tone of voice and quality standards are met.
- Due to the diverse nature of social media, from time to time and on an ad hoc basis, occasional evening and weekend work will be a feature of this role.
- Maintaining a sensitivity to reputational or safeguarding risk, swiftly escalating anything of concern and ensuring that this concern reaches an appropriate decisionmaker.
- Any other duties which may be reasonably required from time to time and which are commensurate with the post.

Additional duties:

- Demonstrate a continual commitment to safeguarding and promoting the welfare of children and young people.
- To uphold Ambitious about Autism policies to protect and safeguard pupils in order to secure their health, safety and wellbeing.
- Demonstrate a continual commitment to the promotion of diversity initiatives and the sharing of best practice in line with Ambitious about Autisms Equality, Diversity and Inclusion policy and procedures.
- Ensure the highest degree of confidentiality and data protection of all materials
- Demonstrate the vision and values of Ambitious about Autism in everyday work and practice, upholding the ethos of challenge and support where all pupils/learners can reach their full potential and maximise their engagement in learning.

Person specification

Role and band competencies	Essential
Specific knowledge, experience and technical skills	
1. Degree in marketing or communications or equivalent experience	X
2. Understanding and experience of using social media and online communication platforms in a professional capacity	X
3. Experience of writing and generating high quality social media content	X
4. Experience in delivering successful paid social media campaigns	X
5. Ambitious about Autism is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment	X
Personal attributes	
6. Excellent organisational skills to enable efficient working across multiple projects simultaneously	X
7. Accuracy and attention to detail	X
8. Ability to work flexibly as required, including occasional evenings and weekends. The postholder will be required to travel to attend meetings and events, within and outside London.	X
9. Appetite for fast-paced internal and external working environment	X
10. Good appreciation of health and safety in the workplace, data protection principles and equal opportunities.	X

How to apply

Stage	Timescale
Closing date for applications	Tuesday 8 October 2024
Candidates informed of outcome of application	Wednesday 9 or Thursday 10 October 2024
Interviews (these will be conducted online via Teams)	W/C Monday 14 October 2024

If you would like to find out more about this exciting opportunity, need any further information or wish to have an informal discussion please contact James Axford, **Recruitment Officer** – 020 8815 5149, jaxford@ambitiousaboutautism.org.uk.

Equal opportunities monitoring

Ambitious about Autism is fully committed to equality of opportunity and diversity and we warmly welcome applications from all suitably-qualified candidates. We welcome applications regardless of race, colour, nationality, ethnic or national origins, religion or belief, sex, sexual orientation, gender reassignment, marital or civil partner status, pregnancy or maternity, disability, or age. All applications will be considered solely on merit.

Ambitious about Autism is committed to safeguarding and promoting the welfare of children and young people and successful candidates will be subject to an Enhanced DBS check.

We are Ambitious about Autism

Ambitious about Autism is the national charity standing with autistic children and young people.

We believe every autistic child and young person has the right to be themselves and realise their ambitions.

We started as one school and have become a movement for change. We champion rights, campaign for change and create opportunities.

Contact us

The Pears National Centre for Autism Education
Woodside Avenue, London N10 3JA

☎ 020 8815 5444

✉ info@ambitiousaboutautism.org.uk

🌐 ambitiousaboutautism.org.uk

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Ambitious about Autism is a registered charity in England and Wales: 1063184 and a registered company: 03375255.

Ambitious about Autism Schools Trust is an exempt charity in England and Wales and a registered company: 08335297.