

JOB PROFILE

How to Apply for this Job



James Morgan/Tearfund

Background on Tearfund

Who we are: We are a Christian organisation partnering with the local church wherever possible to see change in the lives of those in greatest economic need. We believe poverty is caused by broken relationships with God, others, the environment and ourselves, and working to see those relationships restored is key to how we work. We want to see change that is economic, material, environmental and spiritual. See: Tearfund's [Theology of Mission](#)

Our vision: To see people freed from poverty, living transformed lives and reaching their God-given potential

Our mission: We follow Jesus where the need is greatest, responding to crisis and partnering with local churches to bring restoration to those living in poverty

Our values: We aspire to be courageous, truthful, compassionate, servant-hearted and Christ-centred

Relevant scriptures include: 2 Cor. 5:8-11, James 3:18, Romans 8:18-25, Philippians 4:7, John 10:10, Luke 4:16-21 and Micah 6:8

Tearfund's Application Process

All applications need to be completed online using our online registration form. As you progress through your application, please ensure that you save each section.

If after reading through this Job Profile, you have any questions or want to find out more about our recruitment process, please do not hesitate to contact recruitment@tearfund.org.

In this Job Profile pack we've included a full Job Description as well as a Person Specification. Please ensure that your application clearly shows how your skills and experience meet the requirements for this post.



Job Profile

Job Title	Social Media Producer
Group	Global Fundraising and Communications
Team	Content Team
Location	Split between Teddington office and your home
Responsible to	Social Media Manager

Part 1 – Job description

1. Purpose of the team

Our vision is to grow a global community of people who want to enter into a whole-life response to poverty with help from Tearfund. They will be invited to give, pray, campaign, volunteer and make lifestyle changes, according to how they feel challenges to respond. We have a ministry to inspire and help people to live generously – in every sense of the word.

The Content Team is responsible for ensuring Tearfund’s audiences receive the right content on the right channels at the right time in their journey to ending extreme poverty. This includes producing content for our website, email marketing, social media and digital advertising channels, and print magazine, Tear Times. The team also manages and optimises Tearfund’s channels so we are well positioned to achieve our fundraising and communications objectives.

2. Main purpose of the job

Produce compelling, highly shareable social media content that boosts Tearfund's brand awareness, drives active engagement and builds supporter loyalty. By deeply understanding our diverse audiences and leveraging platform best practices, you will design and deliver inspiring content across our social channels – mobilising UK Christians to join our mission to end extreme poverty.

3. Position in organisation

- Reports to the Social Media Manager.
- Member of the Content Team which is part of the Comms and Digital Team within Global Fundraising and Communications.
- Supports project managers and audience facing teams by creating social media content for our key target audiences whilst achieving organisational objectives.

4. Tearfund’s Christian culture

We believe that prayer and discernment is fundamental to Tearfund achieving its mission of restoring relationships, ending extreme poverty and transforming lives. As a Tearfund staff member you are expected to:-

- Attend, in person or remotely, corporate Teddington Prayers on Wednesdays, to pray for Tearfund’s work and spend time in prayer and worship together
- Lead or participate in spiritual sessions of prayer and biblical reflection within your group
- Be committed to Tearfund’s Mission, Values and Beliefs statement and to be actively working and living in accordance with Tearfund’s Christian beliefs and theology of mission
- Maintain your own spiritual development, discover your gifts/callings and grow in discipleship

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5. Organisational requirements

- All staff are expected to live out Tearfund's values as they represent Tearfund externally
- All post-holders are expected to fulfil their personal objectives set by their line manager, contribute to their team's overall objectives, take responsibility for reviewing their ongoing personal development and maintain an awareness of Tearfund's strategy.
- All Tearfund staff share responsibility to promote and maintain a strong safeguarding culture, including identifying the key actions they should take given their role and responsibilities.

6. Scope of job

- Producing social media content that meets supporter needs and organisational objectives
- Grow an engaged community of supporters by managing enquiries and encouraging engagement on social media.
- Providing social media best practice and training for staff members

7. Duties and key responsibilities

Producing social media content that meets supporter needs and organisational objectives

- Create engaging, relevant, and accessible social media content – including graphics, copy, video, GIFs, and animations – that serves supporter needs, achieves Tearfund's objectives and follows brand guidelines.
- Develop, produce and schedule engaging social media content from concept to delivery, including planning, designing, writing, filming, editing, and optimising for platform-specific audiences
- Understand different channel audiences to deliver relevant content for each channel
- Ability to work cross-functionally with designers, writers, and video editors to develop effective campaign assets and support content production across Tearfund channels
- Support influencer activity through research, planning, and outreach, as well as editing and repurposing influencer content for social media channels.
- Support key campaigns and products by updating social media profiles and schedules based on campaign content
- Rapidly produce social media content at short notice to support urgent prayer requests and emergency appeals
- Occasional out of hours cover for social media channels

Developing an engaged community of Tearfund supporters on social media channels

- Monitor and respond to enquiries
- Discover and publish user generated content to boost engagement
- Create and facilitate moments for direct social engagement between staff and supporters e.g. live streams, live Q&A, sneak peaks, behind the scenes etc
- Gather content at online and in-person events and respond to live engagement
- Keep up-to-date with trends and best practice in community development to explore potential opportunities to improve engagement with Tearfund's supporters

Providing social media best practice and training for staff members

- Support Social Media Manager by advising other teams on social media best practice based on expertise, platform knowledge and an understanding of the relevant audiences
- Training staff on using social monitoring tools to track engagement with key campaigns
- Continuously improve diversity and inclusion as well as accessibility on social media channels
- Liaise with key teams to ensure influencers and ambassadors are producing content fit for Tearfund's channels
- Support Social Media Manager with reporting for social channels to help provide insights into audience

engagement with Tearfund.

Part 2 – Person specification

Job title:

	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> Advanced level of knowledge in a relevant field, evidenced by professional experience, training and/or qualifications 	
Experience	<ul style="list-style-type: none"> Producing social media content for an organisation or brand Producing content for a variety of audiences Understanding of social media channels and digital trends Gathering and producing social media content at live events 	<ul style="list-style-type: none"> Creating content for digital advertising Monitoring website engagement in Google analytics Creating live video streams Working with influencers
Skills/Abilities	<ul style="list-style-type: none"> Excellent interpersonal, verbal and written communication skills Copywriting for social media Ability to create and curate excellent visual content using Photoshop, photography and videography Ability to use professional video and photo editing equipment and software Aware of latest social media trends and innovations Ability to think creatively and use own initiative Able to problem solve Understanding of user journeys Team player with the ability to work independently when necessary 	<ul style="list-style-type: none"> Good understanding of issues relevant to Tearfund’s work
Personal Qualities	<ul style="list-style-type: none"> Committed Christian who recognises Jesus Christ as their Lord and Saviour Committed to Tearfund's Mission, Values and Beliefs Diplomatic, sensitive and supportive of colleagues Relational and personable with the ability to build relationships Willingness to travel across the UK and internationally when required. Willingness to work occasional evenings and weekends at UK based events 	
OTHER COMMENTS: <ul style="list-style-type: none"> All roles require a DBS/Police check Tearfund is a member of the <u>SCHR Misconduct Disclosure Scheme</u> Personal identification information will be submitted against a Watchlist database to check against criminal convictions as a counter-terror measure 		

TEARFUND
Information for applicants

Job title: Social Media Producer

Office hours:

Monday to Friday 9.00am - 5.00pm with one hour for lunch.
35 hour working week

Location:

Tearfund operates a hybrid working model which allows staff, by agreement with their line manager, to spend an agreed amount of their working time from a designated Tearfund office and an agreed amount of time working remotely, usually from their home (in the UK). The amount of time working in each location may vary according to the role and individual circumstances. In addition to the requirements for the individual role, there are a number of days each year when all UK staff will be required to meet in person for UK, Group and Team gatherings.

Annual leave - full year:

25 days pro-rata
+ statutory bank hols
+ additional days at Christmas

Sick leave scheme:

Based on length of service

Non-contributory pension scheme:

Tearfund will contribute 10% of your salary to your pension. All staff are contractually enrolled onto the Tearfund group pension scheme

New staff service:

6 months probationary period with a 3 month review

Grade: 4

Salary: £39,313 per annum