

# PLAN INTERNATIONAL UK JOB PROFILE

<b>Job Title</b>	Social Media Manager
<b>Directorate</b>	Influencing and External Affairs
<b>Unit</b>	Strategic Communications and Content
<b>Grade</b>	3
<b>Salary</b>	£37,620 per annum (i.e. pro-rata to the full-time equivalent of £46,354 per annum)
<b>Hours</b>	Part-time 4 days - (28 hours) per week
<b>Contract type</b>	Permanent
<b>Location</b>	UK based working from our offices near Old Street, London. We operate a hybrid working model, where staff split their time between working at home and in the office.
<b>Reporting to</b>	Head of Strategic Communications and Content
<b>Responsible for</b>	Social Media Officer

## Overview

Plan International UK is a global children's charity striving for an equal world. One where every child can reach their full potential and every girl can choose her own future.

We bring people together to protect children's rights and keep girls safe, in school and in control of their bodies – even when disaster strikes. And we won't stop until we are all equal.

You can find out more about Plan International UK and our work [here](#).

To find out more about working at Plan International UK please visit our [careers site](#).

The Social Media team sits within the Strategic Communications and Content Unit alongside Media and External Relations and Brand and Content. The Unit is part of the Influencing and External Affairs Directorate.

The **Influencing and External Affairs Directorate** builds awareness, fosters engagement and mobilises support for Plan International's mission of children's rights and equality for girls, and works with diverse young people to advocate for change. It delivers powerful influencing strategies through policy and campaigning, in partnership with young people in the UK and globally. It creates engaging and impactful communications, a cohesive brand presence, and builds relationships with stakeholders in support of our objectives, ensuring that our charity's message and impact resonates with audiences. And it drives our organisational ambition to centre young people and youth voices across our work.

The newly formed **Strategic Communications and Content Unit** is a dynamic and integrated team that drives the organisation's mission through effective communication and compelling content creation. The team builds relationships with key stakeholders, including the media, corporate partners, and celebrity supporters; it crafts and executes engaging and impactful social media strategies; and through storytelling, design, and brand strategy, it creates a compelling and cohesive brand presence for Plan International UK. Combining strategic thinking with creative execution, the Unit serves as a powerful force in creating lasting positive change.

The **Social Media Manager** will work with colleagues in the Unit, as well as staff across the organisation, to support the delivery of our key business goals and communications priorities across brand building, influencing and fundraising. The Social Media Manager will champion the strategic role and importance of social media across teams at Plan International UK, overseeing and implementing a social media strategy that achieves organisational goals, enhances brand visibility and connects with target audiences in a meaningful way.

### Job Purpose

To be responsible for leading a matrix-style team to develop and implement social media strategies that increase our online presence, engage with our community, and drive Plan International UK's awareness, fundraising and influencing goals.

Key Deliverables	Key Activities
<p><b>Strategy and Innovation</b></p>	<ul style="list-style-type: none"> <li>• Develop and execute comprehensive social media strategies tailored to our target audience, and reflective of supporter engagement, fundraising and influencing goals, and other organisational priorities</li> <li>• Develop and oversee community management strategies to nurture relationships with our supporters, partners and donors, fostering a sense of belonging and loyalty to the organisation</li> <li>• Proactively identify and create space for opportunities for innovation and experimentation in social media, exploring new formats, features, and platforms to stay ahead of the curve and drive engagement, in support of our fundraising, engagement and influencing objectives including fundraising appeals</li> <li>• Together with Head of Strategic Communications and Content, lead on risk management across our social media, helping protect and safeguard our reputation</li> <li>• Monitor social media conversations and sentiment related to our cause, identifying opportunities for engagement, intervention, and advocacy</li> <li>• Develop and maintain crisis communication protocols for handling sensitive or contentious issues on social media, working closely with the Head of Strategic Communications and Content and other relevant colleagues to ensure a coordinated response</li> <li>• Deliver integrated fundraising appeals, supporting delivery of supporter engagement and fundraising goals through social media</li> <li>• Working with the Social Media Officer, participate as required in matrix influencing campaigns teams, contributing advice on social media and delivering social media elements of campaigns</li> </ul>
<p><b>Channel Management and Optimisation</b></p>	<ul style="list-style-type: none"> <li>• Maintain oversight of and accountability for the charity's social media content, calendar and copy – writing and creating where necessary and providing overall direction</li> <li>• Take responsibility for the look and feel of our social media presence, working with relevant colleagues to continually optimise posts to improve performance and results</li> <li>• Oversee the planning and production of content for social media, including videos, graphics, and interactive features, to effectively reach our target audience, meet goals, support organisational priorities and urgent appeals</li> <li>• Lead matrix team to monitor social media channels for emerging trends, news events, and public conversations relevant to our</li> </ul>

	<p>cause, seizing opportunities to join the conversation and share our perspective</p> <ul style="list-style-type: none"> <li>• Provide guidance and training to staff and volunteers on social media best practices, empowering them to be effective advocates and ambassadors for our cause</li> <li>• Take responsibility for access to social media channels, including Meta Business Suite. Acting as admin, regularly updating passwords, and ensuring access is regularly reviewed in order to deliver on organisational risk and compliance requirements</li> <li>• Where necessary, support the Supporter Marketing and Public Fundraising unit with logistical support for paid social media campaigns</li> </ul>
<b>Monitoring and Reporting</b>	<ul style="list-style-type: none"> <li>• Utilise social media monitoring tools (including Sprout Social) to track conversations, mentions, and hashtags related to our charity, cause, and relevant keywords</li> <li>• Set up custom dashboards and alerts to proactively monitor social media activity, identifying trends, patterns, and emerging topics that may impact our organisation or require attention</li> <li>• Conduct regular audits and assessments of our social media presence, benchmarking performance metrics against industry standards and organisational benchmarks. Where appropriate brief external agencies for this work.</li> <li>• Prepare regular reports and presentations for internal stakeholders, including senior management, highlighting key insights, trends, and successes in social media engagement and impact</li> <li>• Monitor competitor activity and industry trends on social media, benchmarking our performance against peers and identifying opportunities for differentiation and improvement</li> <li>• Document and analyse social media incidents, documenting lessons learned and best practices for continuous improvement</li> </ul>
<b>Partnerships and Growth</b>	<ul style="list-style-type: none"> <li>• Work closely with the Communications manager to deliver on the Talent and Celebrity strategy in relation to social media</li> <li>• Work with colleagues in the Strategic Communications and Content Unit to identify potential partners and influencers whose values align with ours, and to provide guidance and support to partners and talent on creating engaging content for social media that will deliver on key goals and follows best practice</li> <li>• Collaborate with colleagues in the Unit to create content, resources, assets and guidance for partners and talent to effectively promote our cause and drive meaningful engagement on their platforms.</li> <li>• Where appropriate lead on relevant partnerships and collaborations to amplify our message and support our fundraising goals</li> <li>• Support colleagues in the Unit to create partnership agreements and collaboration terms, outlining expectations, deliverables, and measurements of success to ensure clear alignment and accountability</li> <li>• Monitor and evaluate the performance of partnership and talent campaigns, tracking key metrics based on the goal of the partnership or campaign, and providing reports where required</li> </ul>
<b>Line Management</b>	<ul style="list-style-type: none"> <li>• Provide leadership and management in line with Plan's Values and Feminist Leadership Principles and promote a culture of</li> </ul>

	<p>excellence, innovation and effective teamwork within the team and wider Unit</p> <ul style="list-style-type: none"> <li>• Line management and pastoral care of one direct report, including carrying out regular 1-2-1s, annual and quarterly performance reviews, and agreeing development plans, etc</li> <li>• Matrix management of roles with social media responsibilities across the Unit, supporting individuals to deliver on role objectives and providing leadership and guidance on implementation of social strategies</li> </ul>
<b>Other Duties</b>	<ul style="list-style-type: none"> <li>• Attend and contribute to team, Unit and Directorate meetings and working groups as applicable</li> <li>• Provide out of hours social media support, including covering events and any reactive communications during evenings and over the weekend</li> <li>• Support the planning and delivery of key cross-channel digital marketing activities as required</li> <li>• Undertake reasonable additional duties and responsibilities as requested by the Head of Strategic Communications and Content to ensure the smooth running of the Unit</li> </ul>

<b>General</b>	<ul style="list-style-type: none"> <li>• Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are in line with the overall aims of the organisation and with policies and procedures</li> <li>• Participate in training and other activities as requested</li> </ul>
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<b>Awareness and Representation</b>	<ul style="list-style-type: none"> <li>• Commitment to Plan International UK's position on promoting girls' rights and gender equality, diversity and inclusion and anti-racism and integrating this into all aspects of your work</li> </ul>
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<b>Level of Safeguarding Responsibility</b>	<p>High – the post holder will have responsibility for moderating social networking sites, including online forums for children and young people.</p> <ol style="list-style-type: none"> <li>1. Act as a role model representing Plan International's commitment to non-discrimination and safeguarding</li> <li>2. Report safeguarding concerns in a timely manner and co-operate in investigations as appropriate</li> <li>3. Understand the relevance of safeguarding to your role and make sure you mainstream safeguarding in your work in order to fulfil Plan's duty of care</li> </ol> <p>An Enhanced Disclosure and Barring Service (DBS) check with a check of the Children's Barred List will be required.</p>
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<b>Level of Budgetary Responsibility</b>	Low - responsibility for managing a small social media budget
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*This is not intended to be an exhaustive list. Your job description may be subject to change.*

<b>Date Created</b>	June 2024
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# PLAN INTERNATIONAL UK PERSON SPECIFICATION

Essential Criteria
Significant experience of developing and implementing social media strategies in charities or other relevant sectors
Expert knowledge of social listening and analytics and tools, such as Sprout Social, to gain actionable insight to test, optimise and improve social media activity and audience engagement
Line management or matrix management experience, including providing pastoral care and operational support
Ability to work effectively both independently and collaboratively in a fast-paced environment, and of balancing multiple demands on a team and channel outputs
Proven experience of driving direct response and action on social media, as well as managing online communities and setting community engagement strategies
Knowledge of best practice in building long-term relationships with partners and influencers, establishing mutually beneficial relationships to support shared goals and initiatives
An expert creative eye and knowledge of best practice in social media content, ensuring that an online presence remains positive, impactful, and aligned with its brand and values
A confident communicator with proven ability to influence senior stakeholders and integrate social media plans into broader organisational planning and goal setting
Sound understanding of safeguarding requirements in relation to communications activity
Ability to work effectively in a fast-changing external environment with the ability to quickly respond to new developments and adapt plans accordingly
Knowledge of and ability to take an inclusive and anti-racist approach in communications
Able to demonstrate a commitment to our <a href="#">Values and to Feminist Leadership Principles</a> and role model these in all aspects of your work