



# Social Media Officer

**Role:** Social Media Officer

**Location:** Remote (within UK)

**Salary:** From £38,852

**Length of contract:** Full-time, one year contract with high likelihood of renewal.

**Benefits:** 3% employer pension contribution, Employee Assistance Programme, consideration of flexible working requirements and work/workplace adjustments where required

**Starting date:** ASAP

**Closing date:** Sunday 20 October 2024 - 11pm

**Proposed interviews:** w/c 28 October 2024

## About us

Uplift is a campaigning and research organisation which supports efforts to create a rapid and fair transition away from oil and gas production in the UK. We have coordinated and implemented major successful campaigns and developed cutting-edge campaign, communications and research tactics. We have grown rapidly as an organisation over the last three years and are now looking for a Social Media Officer

## The Role

We're looking for an experienced Social Media Officer to support our team campaigning to stop the development of new oil and gas fields and for a rapid and fast phase out of oil & gas in the UK through a just transition.

### Core responsibilities will include:

- Maintaining and implementing content plan for social media channels (primarily Instagram, X, Tiktok and Facebook) including drafting copy, creating content and ensure consistent posting for all channels with the guidance of Digital campaigner/Digital Campaign Lead and campaign team
- Producing a range of daily digital content for Uplift's social media channels - from simple social-first graphic design, to lo-fi effective social video content
- Working in collaboration with other creatives - ie graphic designers, video producers, creators and influencers - for additional campaign assets
- Creating reactive content and messaging to respond to current events, helping Uplift maximise opportunities for engagement and growth using the news cycle
- Community management across the various campaign channels
- Developing social media toolkits and coordinating with partners around big mobilisations



- Analysing the performance of social media outputs and their contribution towards the wider campaign, and making recommendations on how to improve
- Managing the distribution of key pieces of social media content to relevant stakeholders to increase online amplification (partners, groups and pages)
- Supporting the campaign team on other digital tasks as required: ie maintaining campaign websites, digital action tools, online databases and email inbox

### **Our ideal candidate will have:**

Our ideal candidate will be a person who can bring positive energy and can-do spirit to the team, supporting the campaign's digital strategy, driving all elements forward to deadline, and who can work well with the campaign team and working group leads to keep coalition organisations engaged in key digital mobilisation and campaign moments.

### **Required skills/attributes:**

- High attention to detail
- Positive, can-do attitude
- Capable of working independently and in collaboration with others to ideate and execute content
- Embraces constructive feedback
- Excellent written and spoken English and ability to write sharp concise copy for social media
- Experience in identifying social media trends and news moments to join online discussion and cut through online
- Familiar with social media monitoring and analysis and communicating key findings to stakeholders
- A track record of delivering high quality, proactive and reactive digital content across multiple platforms
- Ability to produce simple but effective static and video social-first creative
- A keen interest in, and up to date knowledge of, new digital communications trends and platform developments
- Excellent interpersonal and communication skills
- Experience working in a fast-paced environment, balancing multiple priorities
- A strong commitment to Uplift's mission and core values of equity and climate justice

### **Desirable skills/attributes**

- Experience (voluntary or paid) working on high-profile/ambitious campaigns
- An understanding of the debate surrounding the energy transition, and how it plays out in contemporary politics and current affairs
- Experience working with external freelancers and agencies
- Experience using Canva and the Adobe Creative Suite (or other similar creative software)



## Application

Please email a CV (max 2 pages) and cover letter (no longer than 1 page) to [careers@upliftuk.org](mailto:careers@upliftuk.org). Please note that we can only accept applications with both a CV and a cover letter. Please use the cover letter to say why you want to work for Uplift and how you could use your experience to meet the responsibilities of the role. Should you have any specific questions you wish to discuss about your application then send an email to [careers@upliftuk.org](mailto:careers@upliftuk.org).

Successful applicants will be asked to complete a short exercise. Following the completion of the exercise, a smaller group of applicants will be invited for one round of interviews.

Equality, diversity and inclusion are at the core of Uplift's values and therefore we strongly encourage applications from candidates whose backgrounds or accessibility/support needs mean they have been traditionally under-represented in the climate and environment sector. If you are unsure if you meet the requirements or feel you will be disadvantaged by the process then please email us at [careers@upliftuk.org](mailto:careers@upliftuk.org) so we can see how we might provide support.

Unfortunately, we can only consider candidates who are already eligible to work in the UK.