

PT Digital and Social Media Manager

Job Description and Person Specification

Job Description

Post	PT Digital and Social Media Manager
Responsible To:	Director
Responsible For:	No Supervisory Responsibility
Salary	£23,660 - £27,300 FTE pro rata (£14,196 - £16,380 PT) 21 hours per week
Duration	July 2020 - June 2021

Terms and Conditions

- Fixed term contract

Aim of the Post

- To be responsible for our digital and social media presence, managing our main channels and providing direction and support. You'll be supporting the development and implementation of our digital and social media strategy that brings our work to life and inspires our donors to be a part of transforming the lives of individuals and leaving lasting legacies.

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Main Duties and Responsibilities

Digital and Social Media:

- To be responsible for the ongoing development and implementation of the organisation's digital and social media strategy.
- To act as a gatekeeper and first point of contact for staff wishing to disseminate information via the organisation's website, digital and social media channels.
- To create engaging written, graphic and video content, ensuring consistent branding and tone of voice across all digital and social media platforms.
- To oversee postings on our Facebook, Instagram, MailChimp and YouTube accounts as well as campaigns on our LaunchGood and MuslimGiving platforms.
- To use digital and social media platforms to promote our website content and drive traffic to our website.
- To engage regularly with audiences online and respond to queries.
- To help oversee, collect and analyse digital and social media metrics to assess the effectiveness and reach of our online presence, and make recommendations for improvement.
- To monitor online content posted by others on our social media platforms and respond in an appropriate and timely manner.
- To identify opportunities to engage new audiences, potentially with targeted content.
- To identify trends and cultural moments on digital and social media which are relevant and identify ways to get involved.
- To work on the creation and editing of graphics or video content or facilitating creation by working with the external designers and video production teams.

Digital and Social Media Analytics:

- To use appropriate analytic systems to form reports on what posts have done well and track increases or decreases in followers.
- To use appropriate analytic systems to form reports on what posts have increased supporters and donations, track increase or decrease in followers (amend postings to aim to reduce any decrease).
- To discuss analytics with other team members to ensure consistency of content.

Website

- To help keep the website up to date by drafting copy and proofreading content to ensure it is grammatically correct.

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Other Duties

- To work as part of the team in community events, mosque collections, TV appeals and awareness campaigns.
- To answer telephone calls courteously and transfer to relevant people.
- To process all donations received, whether by mail, online or by other means and ensure donors are thanked in a timely manner.
- To ensure full participation in one-to-one and supervision meetings.
- To adhere to all policies and procedures, including Equal Opportunities, Health & Safety and Vulnerable Adults.
- To undertake training and personal development opportunities.

Other Terms and Conditions

- Some evening and weekend work are required.
- The successful candidate will serve a three-month probationary period.

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Person Specification

Knowledge/Skills/Abilities	Essential/ Desirable
Experience/knowledge	
Evidence of education to A level / degree for fluency and quality of written communications.	D
Excellent writing and digital skills suitable for digital and social media communications as well as copywriting for hard copy press releases and newsletters.	E
Strong and demonstratable knowledge, skills and ability to fully maximise the impact of Social Media, including Facebook, Instagram, YouTube and Mailchimp.	E
Experience of researching and identifying appropriate media opportunities and researching the most up to date statistics and trends.	E
Abilities/Skills	
Ability to communicate clearly and effectively, both orally and in writing.	E
Ability to organise and prioritise workloads to ensure a strong pipeline and forward schedule of media communications.	E
Ability to work collaboratively and effectively with staff, partners and stakeholders.	E
Ability to write reports clearly and concisely.	E
Ability to work independently and as a member of a team.	D
Ability to work on own initiative prioritise workload and meet tight timeframes.	E
Methodical, being orderly, systematic about undertaking tasks, analytical.	E
Resourceful, full of initiative and good at problem solving, especially in difficult situations.	E