**SOCIAL MEDIA officer**

**Role Profile and Person Specification**

|  |  |
| --- | --- |
| **Role:** | Social Media Officer |
| **Responsible to:** | Digital Marketing Executive |
| **Hours of work:** | 37.5 hours per week |
| **Location category:** | Atlas House - Leicester with agile working practices in place |
| **Driver Status:** | Permitted Driver |

**Main purpose of the role**

The Social Media Officer is responsible for execution digital marketing campaigns using paid advertising and organic social media to communicate key messages and drive qualified traffic in support of organisational objectives. The role will coordinate social media activity under the guidance of the Digital Marketing Executive and take responsibility to manage, monitor and develop the Association’s social media presence across the whole group brand.

**Primary responsibilities**

* Develop and coordinate all social media activity across the Association’s group brands on Facebook, Twitter, Instagram and LinkedIn); increase engagement and raise awareness by creating and curating high-quality, fresh, relevant and engaging content.
* Support, monitor and report on the social media activity of the Association’s group and branch network, providing any training and guidance on best practice implementation where necessary.
* Plan and execute paid social and search media campaigns to support ecommerce, fundraising, membership, volunteering and beneficiary acquisition goals; set, monitor and evaluate advertising spend, optimising campaign targeting and ad performance to deliver high returns on investment.
* Plan and oversee the management of the Google Ads grant ensuring the available credit is fully utilised to amplify other digital marketing activity such as paid social and search.
* Co-ordinate day to day with agencies and suppliers to plan and execute integrated activity, utilising their expertise to maximise value and success.
* Work collaboratively with Communications and Engagement colleagues to identify audiences and journeys to deliver integrated channel-neutral supporter-centric campaigns that create cost effective leads and successful conversion.
* Work collaboratively with the Insight team to ensure all campaign activity is evidence based.
* Monitor and report on online discussions about the RAF, the Association and other military charities where required, using digital analytical tools to measure sentiment, engagement and action.
* Research relevant industry experts, competitors, target audience and users to keep abreast of emerging trends, technologies and influencers.
* Share responsibility (with the Digital Marketing Executive and Senior Digital Marketing Manager) for social media activity at weekends to publicise RAF Association events and activities around the UK.

**This role profile is intended to represent the core criteria of the role rather than providing an extensive list of tasks. In addition to the responsibilities listed above, all employees are required to observe the Association’s commitment to Health and Safety and Safeguarding as outlined in the Employees’ Health & Safety & Safeguarding Commitment.**

**Social Media Officer**

**Person Specification**

|  |  |  |
| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Education/**  **qualifications** |  | * Professional qualification relevant to social media marketing. |
| **Knowledge and Experience** | * Experience of managing and developing multiple social media platforms with audiences over 50,000 people. * Experience of delivering digital advertising campaigns and paid social advertisement using Facebook . * Knowledge and experience of using analytics, monitoring and evaluation tools to guide data-informed decision-making. * Understanding of audiences and de-conflicting campaign audience profiles. * Experience of sourcing engaging content and writing audience focussed copy. * Sound IT skills; proficient in Microsoft Office. * Working knowledge of applicable legislation and ethical codes of practice. | * Experience of filming and editing video content. * Able to design digital collateral. * Knowledge of the work of the Royal Air Force and the RAF Association. * Working knowledge of other digital advertising platforms, such as Twitter, LinkedIn, Bing, Google Ads etc. * Experience of using CRM databases and automated communications functionality to plan and manage customer journeys. |
| **Communication and Relationships** | * Strong communication skills with a high degree of accuracy and attention to detail. * Ability to understand the work of the Association within the wider context and to translate this into engaging communications. * Able to build strong relationships with suppliers, agencies, employees and external stakeholders. | * Experience of providing training, guidance and advice to colleagues/volunteers. |
| **Decision Making and Problem Solving** | * Ability to plan and execute a range of projects in parallel using judgement and experience to manage resource, timescales and budgets. |  |
| **Information** | * Ability to act as subject matter expert in relation to social media activities, paid digital advertising, and analytics. |  |
| **Financial & Physical Resources Responsibility** | * Able to monitor and track spend against particular campaign budgets. |  |
| **Physical/**  **Mental Effort** | * Able to work both independently and flexibly as part of a team. | * A full, clean driving licence and able to drive own car for business use. |
| **Working Conditions** | * May be required to occasionally work longer working days (including weekends), for which time off in lieu will be granted. |  |