



Great North Air Ambulance Service

Job Description

Job Title: Social Media Officer

Department: Marketing

Main purpose of job: To develop, co-ordinate and edit content across social media channels to support charity activity and brand awareness.

Location: Progress House, Urlay Nook Road, Eaglescliffe, Stockton-on-Tees, TS16 0QB

Hours: Full time, 40 hours per week, to be worked flexibly in line with the needs of the business, including occasional evenings and weekends

Contract Type: Full-time, permanent.

Salary: £21,486 - £26,251 per annum

Relationships:

- Responsible to: Marketing Manager/Head of Marketing and Communications
- Liaise with: Patients, charity supporters/donors, suppliers, and charity employees/volunteers.

Main purpose of job

The Social Media Officer is responsible for the ongoing management and engagement of multiple brand outposts including Facebook, Twitter, Instagram, LinkedIn and TikTok. They will plan and implement marketing content campaigns, relevant to key audiences and core target markets, through the effective use of these social media channels via paid and organic posts. All activity will aim to maintain and increase the charity's presence across these channels, supporting brand perception, awareness, and fundraising activities.

Key Responsibilities

1. Oversee development and delivery of platform strategies to support growth, reach and relevance.
2. Oversee the development and delivery of social content and marketing content campaigns output across the charity's platforms including Youtube, Facebook, Instagram, LinkedIn, Twitter and TikTok.
3. Coordinate, develop and edit work of other content producers to maximise engagement opportunities across social channels in a consistent manner in keeping with brand guidelines.

4. Optimise content for each distinct channel, considering changing platform/audience requirements
5. Use video, photography and writing to develop engaging stories and campaigns.
6. Lead content gathering / placement at identified events (e.g. fundraising events, training days, key charity events etc.).
7. Through research and analytical tools, examine trends across the social landscape to help shape future activity, including new channels and tactics.
8. Create reports about social performance that help inform decision making within the team and for the benefit of the wider charity.
9. Monitor/report on key competitor activity.
10. Respond in a timely manner to queries made through social media channels and/or work with others to make sure this is done to a high standard.
11. Identify and deliver training to different stakeholders within the charity to support overall social activity and their roles.
12. Assist department managers as necessary and take on duties as required.
13. Develop and maintain systems and processes in line with best practice and legislative requirements.
14. Attend training to develop skills and knowledge as necessary.

Please note that the above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by the organisation and the overall business objectives.



Great North Air Ambulance Service

Person Specification

Job title: Social Media Officer

Department: Marketing

	Essential	Desirable
Qualification/Education/ Training	<p>Degree qualified in marketing, media, or a related subject.</p> <p>Clean driving licence (roles involves business travel)</p>	Chartered Institute of Marketing certified.
Experience	<p>At least 2 years' experience in a similar role.</p> <p>Experience of developing and executing successful marketing campaigns simultaneously.</p> <p>Significant experience and/or demonstrable flair in managing/developing social media content and marketing content campaigns.</p> <p>Track record of creating and delivering content to increase awareness and drive supporter leads and donations.</p>	<p>Prior experience of working in a charity.</p> <p>Experienced with marketing calendar scheduling software.</p>
Personal Characteristics	<p>Excellent communication and interpersonal skills.</p> <p>Self-motivated, with the ability to work as part of a team.</p> <p>Confidence in meetings and ability to communicate ideas and viewpoints clearly and concisely.</p> <p>Positive, helpful, and approachable attitude to all key stakeholders.</p> <p>Highly creative and collaborative.</p>	
Skills/Knowledge	<p>In-depth understanding of social media landscape.</p> <p>Strong marketing skillset across the entire social media landscape (customer service, content creation & distribution, and analysis).</p> <p>Ability to work to deadlines in a fast-paced environment.</p> <p>Excellent computer skills including MS PowerPoint, Excel and Outlook.</p>	<p>Advanced skills in Adobe Suite, with emphasis on image editing software such as Adobe Photoshop.</p> <p>Understanding of not-for-profit sector.</p>

	<p>Highly organised with a keen eye for detail and the ability to prioritise</p> <p>Excellent understanding of integrated marketing.</p> <p>Awareness and general understanding of other marketing disciplines.</p>	
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