



## Job Description

<b>Role Title</b>	<b>Social Media Manager</b>
<b>Job Family &amp; Category</b>	<b>Job family:</b> Marketing and Communications <b>Category:</b> Manager
<b>Team</b>	Marketing Communications (Content Team)
<b>Line Manager</b>	Head of Content
<b>New/ Existing Role</b>	Existing
<b>Perm/ Fixed Term</b>	Fixed term 12-month maternity cover, with expected start date 18 November 2024 and end date of 14 November 2025.
<b>Resource and Management Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ <b>Budget/ Equipment Responsibilities</b> – Some.</li> <li>▪ <b>People Responsibilities</b> – This post will line manage one social media executive.</li> <li>▪ <b>Contractor Responsibilities</b> – Managing costs of creative agencies, Sprinklr (our social media management platform), freelancers and influencers.</li> </ul>
<b>Job purpose</b>	Working closely with the head of content, this role is responsible for delivering our social media strategy. The role involves planning, in-house content creation, scheduling, and moderating across our Facebook, Twitter, Instagram, LinkedIn and YouTube accounts. The postholder reports on analytics and provides in-house social media consultancy to the wider business.
<b>Key responsibilities</b>	<ul style="list-style-type: none"> <li>• Lead on delivering our organic social media strategy and improving cross-channel awareness and engagement to meet our KPIs, with support from our social media executive.</li> <li>• Use attention grabbing, creative storytelling to get consumers and businesses to save energy and lower their carbon emissions to help the UK reach net zero.</li> <li>• Work with multiple internal stakeholders to manage the social media forward planner and ensure all content is appropriately optimised for our Facebook, Twitter, LinkedIn, Instagram and YouTube accounts.</li> <li>• Work reactively with our press and policy teams to communicate via social our expert position on breaking news and government announcements.</li> <li>• Write succinct, accurate, audience-led social copy that cuts</li> </ul>

though jargon.

- Collaborate with our energy experts to make accurate and on-brand graphics, and film and edit in-house videos that are tailored to the relevant audience/channel/message.
- Lead the daily social moderation rota, escalating concerns immediately, and managing risks appropriately. This also includes our Trustpilot and Glassdoor pages.
- Deliver a high-quality customer experience with prompt and helpful replies across all channels, ensuring swift crisis management.
- Work with our campaigns and brand manager to translate our paid campaigns into content that appeals to relevant organic audiences and contribute campaign evaluations.
- Liaise with our digital manager on their paid digital advertising to ensure a joined-up approach with organic.
- Report and interpret monthly on your organic social activity to our senior team and share insights with key internal stakeholders.
- Proactively monitor the social landscape and use social listening, looking for opportunities to join conversations/promote our content.
- Provide expert advice, education and training to colleagues and be up to date with the latest external social trends.
- Apply our brand guidelines, house style and tone of voice to all work.
- With support from the relevant internal teams, review contracts related to social media, in line with our procurement framework and data protection laws.
- Undertake other activities as required to support the overall delivery of the marketing communications strategy.
- Act professionally and harness your ambassadorial role.

**Impact description**

**Within one month, you will:**

- Get to know your team and role and develop a positive relationship with your direct report (our social media executive).
- Understand our social media strategy, KPIs, platforms, processes, branding, templates and tone of voice.
- Ensure team continuity during the handover and transition period.

**Within three months, you will:**

- Find innovative ways and strategies to grow our organic channels and increase engagement.
- Use insights from our monthly reporting and social monitoring tool to review performance and learnings.
- Bring your creativity to life by developing engaging static and video content

**Within six months, you will:**

- Be fully emerged in your role and be an ambassador for the social media function.
- Be providing support and advice to internal stakeholders so they reach their objectives through our channels.
- Stay informed on social media/digital developments and new features.
- Enjoy your role and use it as an opportunity to develop your social media skills and experience as a line manager.

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<p><b>Knowledge, skills and qualifications required</b></p>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Demonstrable strong experience of delivering a social media strategy and improving awareness and engagement.</li> <li>• Previous demonstrable experience of line management and delegation in a social media role.</li> <li>• Superb organisational skills with demonstrable experience of working with multiple internal stakeholders to juggle a busy multi-channel social media request process and calendar.</li> <li>• Demonstrable experience of pre-scheduling social content ready for publication in line with a forward plan.</li> <li>• Demonstrable experience of working with internal stakeholders to prepare and communicate reactive communications which are appropriately tailored for social.</li> <li>• First-class social writing skills, with demonstrable experience of writing for social media, and the ability to simplify complex messages without jargon. High attention to detail (editing and proofing).</li> <li>• Demonstrable experience of idea generation, storyboarding, and proficient in creative software (Canva/ CapCut/ Biteable or Adobe) with experience of bringing posts to life by making in-house graphics and video content.</li> <li>• Strong experience of social community moderation and demonstrable ability of risk management.</li> <li>• Strong analytical skills, with demonstrable experience of turning data into insight, with knowledge of social listening.</li> <li>• Experience in brand, tone of voice and using house style.</li> <li>• Experience of reviewing contracts and GDPR (General Data Protection Regulation) implications on social media.</li> <li>• Unflappable with demonstrable experience of being a supportive, collaborative team player with a positive can-do attitude.</li> <li>• A willingness to learn about, engage with and support our efforts to become a more diverse, inclusive and equitable organisation.</li> </ul>
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**Desirable:**

- Experience of the energy / environment sector and creating social media for consumers.
- Experience of working with social influencers.