

PLAN INTERNATIONAL UK JOB PROFILE

Job Title	Social Media Officer
Department	Public Engagement
Unit	Communications
Grade	4
Salary	£33,830 per annum
Contract type	Maternity cover contract from October 2018 to December 2019
Reporting to	Senior Digital Marketing Officer
Responsible for	Volunteers on occasion

Overview of Department

The Public Engagement function at Plan International UK is split into two specialised Departments: Communications & Campaigns comprising of the Girls Rights & Youth Advocacy Unit and Communications Unit; and the Fundraising Department bringing together the Individual Giving and Major Partnerships Units. It aims to create a shift in public opinion on international children's development rights and issues by mobilising the income, resources and forces needed to support Plan International UK's work.

Its role is to:

- Ambitiously raise profile and awareness of Plan's work among target UK audiences, inspiring their support
- Raise funds by engaging, securing and maintaining support from UK households and companies and other major partners
- Leverage Plan's programme work through effective advocacy and campaigns

The Communications Unit comprises teams covering media, digital, events, brand and marketing. The aim of the Communications Unit is to:

- Maximise awareness of Plan International UK's work and vision, ensuring we are recognised as a trusted go to organisation on child and girls' rights
- Mobilise public, media, VIP and corporate engagement with our work
- Support and enhance Plan International UK's influencing capacity

Our expertise helps Plan International UK present who we are and what we do in a professional and consistent way. We are directly responsible for Plan International UK's strategic communications, brand management including awareness-raising events, digital communications content/management and press and media management.

Job Purpose

Social media is at the heart of our digital communication output and plays an important part in enabling Plan International UK to achieve its strategic goals and objectives. The Social Media Officer will lead on our social media activity and play a key part in implementing our social media strategy in line with our wider strategic objectives and digital strategy.

In this role, you will:

- Be the social media expert at Plan International UK, responsible for building awareness of our work and mission and our presence on social media through digital outreach, community engagement, content and innovation.
- Work with teams around the organisation to plan social media content and maintain our social media calendar.
- Regularly post content on social networking sites to engage audiences and to further their involvement with our brand, products and campaigning objectives.
- Continue to build and manage a vibrant and engaged online community of supporters across key social media platforms including Facebook, Instagram, Twitter, YouTube and LinkedIn.
- Lead on social media innovation and be responsible for testing new developments and approaches on our social channels.
- Identify, approach and build relationships with relevant and appropriate social media influencers and leverage this influence to amplify our messaging.
- Be responsible for reporting on our social channel performance and use insight and learnings to optimise our presence and output.
- Improve the organisation's understanding of social media and how it can be best applied to help meet Plan's business objectives, and work with internal stakeholders to educate and encourage their adoption of social media tools and platforms as appropriate.

Key Deliverables	Key Activities
Managing social networks	<ul style="list-style-type: none"> • Manage Plan International UK social media calendar and schedule daily posts. • Manage creation of social media posts and content, ensuring posts are engaging, relevant, on brand and optimised to achieve objectives. • Take responsibility for the look and feel of our social media presence, working with relevant colleagues to continually optimise pages and posts to improve performance and results. • Write and edit copy for social posts for all departments, including the leadership team and CEO office. • Manage the CEO's Twitter account. • Act as the first point of contact on the Social Media Group, and on social media issues, providing training and mentoring to colleagues. • Manage Plan International UK's reputation on social, monitor brand mentions and lead on process to ensure rapid response to all comments. • Work with teams across the Public Engagement Directorate (Supporter Relations, Acquisition, Media) to moderate content and co-ordinate response to queries or comments. • Ensure all posts and communications on social networks adhere to Plan International UK's child safeguarding policy.

	<ul style="list-style-type: none"> Where relevant provide out of hours social media support, including covering events and any emergencies that happen over the weekend.
Planning and coordination	<ul style="list-style-type: none"> Lead on the day-to-day management of Plan International UK's social media channels and implement our social media strategy. Work with teams across the organisation such as Corporate Partnerships, Celebrities, Supporter Retention, Supporter Acquisition and Campaigns, to plan and deliver content and campaigns. Manage processes for social media requests with relevant internal stakeholders and departments, reviewing requirements and objectives. For relevant requests ensure posts are sent out in a timely and brand appropriate manner. Manage the content calendar in collaboration with communications colleagues to ensure relevant content is regularly scheduled. Attend editorial meetings and work with the media, brand and content teams to spot upcoming opportunities to create social media moments and capitalise on topical news stories. Create social media plans in support of cross-organisational activities, including: events, advocacy campaigns, products and partners. Brief in-house designer (and external agencies where relevant) to create image and video assets to use in social media posts and campaigns. Work with the Senior Content Editor to keep up-to-date on production of evergreen assets, content and blogs that can be used as part of our social media calendar. Advise stakeholders around the organisation on best practice for social media. Support the Senior Digital Marketing Officer in running social media advertising campaigns.
Monitoring and reporting	<ul style="list-style-type: none"> Stay ahead of social media trends, tools, apps and technical developments to ensure Plan International UK's digital presence remains relevant and one step ahead of the competition. Lead on social media innovation, proactively try out new approaches and look for new ways to develop our social media offering. Track our social media activity on a regular basis and use the insight and learnings from this to optimise our social media output. Ensure we can track the impact of our social media activity through Google Analytics, and any other relevant social media analytics tools. Provide weekly social media highlights and create monthly reports on social media activity. Provide timely campaign specific reports that include actionable insight.
General	<ul style="list-style-type: none"> Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are in line with the

	<p>overall aims of the organisation and with policies and procedures.</p> <ul style="list-style-type: none"> • Participate in training and other activities as requested
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Awareness and Representation	<ul style="list-style-type: none"> • Commitment to Plan's position on promoting girls' rights and gender equality, and integrating this into all aspects of work. • Commitment to child safeguarding and to being confident and competent in meeting safeguarding responsibilities
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Level of responsibility for safeguarding children and young people	Standard - Commitment to uphold to Child Protection guidelines at all time
Level of Budgetary Responsibility	None

This is not intended to be an exhaustive list. Your job description may be subject to change.

Date Created	July 2018
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PLAN INTERNATIONAL UK PERSON SPECIFICATION

PERSONAL COMPETENCIES	
Competency Title	The successful candidate will be able to....
Communicating with all stakeholders	<ul style="list-style-type: none"> • Use interpersonal and communication skills to develop good working relationships and networks. • Collaborate well with different teams around the organisation. • Run productive meetings and confidently present. • Write and craft posts that generate engagement and action with new and existing audiences.
Working effectively and efficiently	<ul style="list-style-type: none"> • Manage several different projects at the same time. • Organise workload effectively to meet deadlines. • Use their initiative to suggest new approaches, and proactively look for new opportunities and ways of using social media
Demonstrating Plan values	<ul style="list-style-type: none"> • Support digital development to ensure business KPIs are achieved • Keep up to date with changes in their own area of responsibility and understand how

	<p>the changes in the external environment may affect them.</p> <ul style="list-style-type: none"> • Responds positively to feedback from others.
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RELEVANT EXPERIENCE

The successful candidate will have experience of

Managing and building a brands social media presence (Facebook, Twitter, Instagram, YouTube, LinkedIn etc) to achieve set strategic objectives.

Creating and managing communities on social media as well as monitoring and replying to comments and queries in line with organisational procedures and guidelines.

Creating content for tailored for social, utilising platform features to maximise impact.

Using analytics tools and data to gain actionable insight to test, optimise and improve social media activity and audience engagement.

Successfully spotting and reacting to topical moments and trends and using them as an opportunity to build brand awareness and achieve set objectives.

Engaging and managing social media influencers, building relationships and creating an influencer outreach programme that generates action.

Using social, networking and rich media platforms to maximise reach, traffic and engagement, including paid advertising

Writing for social and web, with an understanding of how to craft posts for different audiences and objectives.

Training colleagues of all levels around the organisation on how to use social media.

Manipulating and publishing images, audio and video content online. Including ability to source and edit photos and videos using specialist software.

Charity campaigning (desirable)

SPECIFIC SKILLS AND KNOWLEDGE

The successful candidate will have the ability to....

The successful candidate will have knowledge of....

Manage and maintain social media channels to increase engagement, income and awareness.

Best practice professional use of Facebook, Twitter, Instagram, YouTube and LinkedIn.

Demonstrate an awareness of child safeguarding issues and how these impact social content.

Time and project management tools and approaches to optimise efficiency.

Identify social media trends and new opportunities to explore.

How to tailor content and approaches depending on audience and channel.

Highlight topical news and media opportunities through social media.	How to use analytics tools such as Google Analytics to gain actionable insight.
Analyse data extract insight and learning	How to generate reach and engagement across social.
Network and enjoy approaching new people both within and outside of their organisation.	Influencer engagement.
Plan and deliver projects on time, occasionally to tight deadlines.	Cross platform integration using social, networking and rich media platforms to maximise reach, traffic and engagement and how to stay up to date on innovation.
Source and edit images, audio and video.	Audio, image and videos editing tools and processes.