

PLAN INTERNATIONAL UK JOB PROFILE

Job Title	Social Media Officer
Directorate	Communications, Advocacy and UK Programmes
Unit (if appropriate)	Brand and Digital Engagement
Grade	4
Salary	£35,698 per annum
Contract type	Permanent, full-time – 34.5 hours per week
Reporting to	Digital Engagement Lead
Responsible for	Not applicable

Overview

Plan International strive to advance children's rights and equality for girls all over the world.

Working together with children, young people, our supporters and partners, we're tackling the root causes of gender inequality and child poverty. We've been building powerful partnerships for over 80 years, and we're now active in more than 70 countries.

This role sits within a newly created Brand and Digital Engagement Unit at Plan International UK, which has come together under a new Head in 2020.

The Unit is at the heart of Plan International UK's external communications, and aims to:

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

This role will work with specialist digital, content, and brand marketing colleagues in the Unit, as well as staff across the organisation, to support the delivery of our key business goals and communications priorities: across brand building, influencing and fundraising.

The Social Media Officer will champion the strategic role and importance of social media at Plan International UK – leading on the management of our social media channels, creating impactful content and communications in line with organisational priorities and messaging, and managing a vibrant and engaged online community of supporters and audiences. The post holder will use data and analysis to drive innovation and testing, as well as establishing social media and influencer engagement best practice across the organisation.

Job Purpose

To be responsible for maintaining the social media calendar, developing proactive and reactive content that builds our brand, engages audiences, and supports the delivery of our brand, fundraising and influencing objectives.

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• Prepare powerful, social-first copy that brings our issues and messages to life for our target audiences• Take responsibility for the look and feel of our social media presence, working with relevant colleagues to continually optimise posts to improve performance and results• 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.• Attend editorial meetings and work with the media team to spot upcoming opportunities to create social media moments and capitalise on topical news stories• Work with the Media Team to manage Plan International UK's reputation on social, monitor brand mentions and lead on process to ensure rapid response to all comments• Act as the first point of contact on social media issues, providing support and mentoring to colleagues• Ensure all posts and communications on social networks adhere to Plan International UK's child safeguarding policy• Where required provide out of hours social media support, including covering events and any reactive communications during evenings and over the weekend
Planning and coordination	<ul style="list-style-type: none">• Work with teams across the organisation including Editorial and Content, Corporate Partnerships, Supporter Retention, Supporter Acquisition, and Campaigns, to plan and deliver social media content in line with wider integrated 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• Brief in-house Editorial and Content team (and external agencies where relevant) to create image and video assets to use in social media posts and campaigns• Work with the Editorial and Content team to keep an up-to-date depository of evergreen assets that can be used as part of our social media calendar• Support the planning and delivery of a paid social media plan, to build cost effective user journeys that support key campaigns or activities
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 future-fit

	<ul style="list-style-type: none"> Track our social media activity through social analytics tools, and the wider social landscape via social listening, and use the insight and learnings from this to optimise our social media output, and provide timely reports and actionable insights to all internal stakeholders Monitor the social media activity of key news outlets and journalists to enable Plan International UK to build relationships and spot comms opportunities
Strategy and innovation	<ul style="list-style-type: none"> Work with the Digital Engagement Lead to develop Plan International UK's social media strategy, identifying opportunities for growth, innovation and optimisation Lead on social media innovation, proactively trying out new approaches and providing data-led analysis of trials Support the development of an approach to influencers at Plan International UK, identifying relevant and appropriate social media influencers relevant to our audiences, messaging or campaigns and making recommendations on management best practice 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

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 overall aims of the organisation and with policies and procedures. Participate in training and other activities as requested Support in the planning and delivery of key cross-channel digital marketing activities as required, and any other tasks as directed by the Digital Engagement Lead
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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 the safeguarding of children and young people and to being confident and competent in meeting safeguarding responsibilities
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Level of responsibility for safeguarding children and young people	High – the post holder will have responsibility for moderating social networking sites, including online forums for children and young people. An Enhanced Disclosure and Barring Service (DBS) check with a check of the Children's Barred List will be required.
Level of Budgetary Responsibility	None

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

Date Created	January 2021
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PLAN INTERNATIONAL UK PERSON SPECIFICATION

PERSONAL COMPETENCIES

<p>Communicating with all stakeholders</p>	<ul style="list-style-type: none"> • Understand the vision and is able to communicate it clearly and eloquently to their team and others • Communicates clearly, concisely, confidently and assertively in a well-structured manner • Communicates information so that it is timely, accurate and relevant to others. Keeps people (including their team) informed and up-to-date
<p>Working effectively and efficiently</p>	<ul style="list-style-type: none"> • Contributes to the business plan within own area of authority, with a clear understanding of what is required in their role. Demonstrates an understanding of the 'big picture' and acts accordingly • Focus on what needs to be done and acts in line with specific direction. Plans day to day work activities. Evaluates conflicting priorities. Ensures that their team are able to manage their workload • Is creative in problem solving – ability to analyse situations and to make complex decisions, where problem solving is not straight forward. Reaches clear conclusion based on an understanding of underlying issues
<p>Demonstrating Plan values</p>	<ul style="list-style-type: none"> • Keeps up to date with changes in their own area of responsibility and understands how the changes in the external environment may affect them • Regularly demonstrates vision and creativity. Recognises the complexity or contentious nature of situations; devises novel solutions to overcome and succeed • Ensures that impact is a feature of their work and maintains continuous monitoring, suggesting changes where appropriate

KNOWLEDGE AND EXPERIENCE

<p>Experience of managing and building a social media brand presence (with expert knowledge of Facebook, Twitter, Instagram, YouTube, LinkedIn etc.) to achieve set strategic objectives</p>
<p>Good knowledge of social listening and analytics and tools, such as Sprout Social, to gain actionable insight to test, optimise and improve social media activity and audience engagement</p>
<p>Experience of working in integrated communications teams in a fast-paced and reactive environment</p>
<p>Creating content tailored for social, utilising platform features to maximise impact and understanding how to craft posts for different audiences and objectives</p>
<p>Experience of driving direct response and action on social media, as well as managing online communities and monitoring and replying to comments and queries in line with organisational procedures and guidelines</p>

Experience of engaging and managing social media influencers, building relationships and creating an influencer outreach programme that generates action
Manipulating and publishing images, audio and video content online, including the ability to source and edit photos and videos using specialist software
Strong knowledge of the UK media landscape and the opportunities and challenges it presents for the charity sector, as well as experience in safeguarding policies and best practice
Excellent time and project management skills, with a strong focus on efficiency and optimisation
Commitment to diversity and inclusion and able to demonstrate how you have contributed to creating an inclusive culture in the workplace
Commitment to Plan International's values