

Job description

Job Title:	Social Media Officer
Reporting To:	Social Media Manager
Department:	External Affairs
Hours:	Part Time, 21 hours per week Job share – 3 days per week (Wednesday – Friday)
Contract:	Fixed Term contract – 6 months
Location:	Office-based (London) OR Home-based

Main Job Role

The post holder will work closely with the existing social media officer to be responsible for generating content for the Trust's social media channels that engage the cystic fibrosis community and wider public.

Main Duties

- Source, generate and post written and visual social media content that engages the cystic fibrosis community and the wider public, promoting the Trust, driving brand awareness, and encouraging action and commitment to Trust priorities.
- Deliver outstanding communications for different audiences and across multiple channels which increase awareness of cystic fibrosis and the Cystic Fibrosis Trust.
- Act as a first point of contact for social media, responding as appropriate and championing, and signposting people to the work of the Trust.
- In conjunction with the other members of the communications team, act as a brand champion to the wider organisation on the use of social media, promoting its use and take-up and encouraging greater understanding and use of the Trust's social networking channels as part of their service offering.
- Keep abreast of new developments, trends, and social media technologies, identifying and recommending opportunities for the Trust to exploit.
- Keep abreast of the issues discussed by our community online via our channels and elsewhere, producing regular community listening reports and feedback to wider organisation.
- Assist with logging, evaluating, and circulating social media insights and media coverage within the Trust
- Undertake any other reasonable duties consistent with the skills, abilities, and position of the role to support the work of the Communications team.

Person Specification: Social Media Officer

Experience, Skills and Knowledge	
Essential	Desirable
<ul style="list-style-type: none"> • Proven experience of creating content for social media channels. • Excellent writer with the ability to translate complex language into punchy and clear social content. • Ability to analyse social media metrics and adapt strategies and content based on insight and evidence. • Ability to build collaborative relationships with team members, and internal stakeholders in different roles and levels within an organisation • Able to use effective oral and written skills to communicate, influence, persuade and to present to a diverse range of internal and external stakeholders. • Effective time-management and resilience skills to resolve conflicting priorities and deliver to deadlines • Able to self-managed, to work flexibly and as part of a team, including providing support and guidance to volunteers. • Understanding of the best use of social media platforms to increase awareness and engagement around CF issues 	<ul style="list-style-type: none"> • Experience of the charity/Third sector • Knowledge of CF and how it affects people and families • Relevant social media training • Experience of working with tools like Hootsuite and Canva. • Experience of producing and editing video content.
Other Requirements	
Essential	Desirable
<ul style="list-style-type: none"> • Due to the nature of the role, flexible working and out of hours contact and monitoring may be required 	