



## Social Media Officer

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| Role   | We're looking for a social media officer, who can run our channels on a day to day basis, and help us plan & grow the way we use social media to support our business.   |
| Background   | <p>Digital Unite is a small, dynamic and expert team committed to digital inclusion. Traditionally we have worked with housing associations, councils and charities to help them deliver digital transformation through our Digital Champions programme. We've recently expanded with products for specific audiences (like workplace volunteers and those helping others manage their health online).</p> <p>As COVID has reinforced the importance of digital skills and inclusion, there are a whole new range of possibilities opening up in the sector.</p> <p>We are looking for someone to run our social media to help us grow our business and our network. We've worked with agencies in the past, but realise this is such an important role, we want to someone "on the inside" who works as a member of the team.</p> |
| Type of contract   | A six (6) month self-employed contract with the option to extend.  |
| Hours  | <p>12 hours to be worked over the working week Monday to Friday during the hours of 9am to 5.30pm.</p> <p>We all work from home. We are flexible about when you work – as long as it's predominantly within normal office hours &amp; during the standard working week. And you need to attend our Monday all-company meeting</p> <p>We think you'll also want some flexibility about how your hours work over the month – as for example, some weeks, you'll need to do planning as well as posting, others just post.</p> <p>We can agree the hours that work for you at the point of job offer.</p>   |
| Where the role sits within the team, department and wider business | Communications & Marketing   |
| Role reports to and responsible to                                 | Head of Communications   |

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| <p>Key areas of responsibility and activities</p> | <p>PLAN &amp; DEVELOP SOCIAL MEDIA PLANS– 25%</p> <ul style="list-style-type: none"> <li>• Work with the team to develop our marketing strategy, primarily planning social media campaigns and content plans to support our business goals.</li> <li>• Set measurable goals &amp; useful targets for these campaigns and use analytic tools to monitor progress/ KPIs.</li> <li>• Report monthly and quarterly. Learn, amend &amp; improve performance.</li> </ul> <p>CREATE &amp; POST – 50%</p> <ul style="list-style-type: none"> <li>• Create engaging and informative content for our social channels, primarily Twitter and LinkedIn, using a range of media (text, graphics, audio/ video)</li> <li>• Schedule and post organic content</li> <li>• Draw up plans for paid campaigns (primarily on LI and Twitter) and post, analyse amend and learn from performance.</li> </ul> <p>BUILD COMMUNITY – 25%</p> <ul style="list-style-type: none"> <li>• Build community, and help us grow our Digital Inclusion network – primarily B2B/ in the 3<sup>rd</sup> sector.</li> <li>• Monitor and respond to feedback, comments and posts.</li> <li>• Make new connections and monitor/ feedback to the team on interesting developments in the digital inclusion space.</li> </ul> |
| <p>KPIs</p>                                       | <p>To be agreed at the start of the contract</p>  |
| <p>Essential requirements</p>                     | <p>At least two years’ experience as a Social Media officer/ in a similar role.</p> <p>A track record of planning and delivering effective digital/ social media campaigns.</p> <p>Experience running B2B organic and paid campaigns.</p> <p>Good analytics skills.</p> <p>Good use of Adobe or similar graphics package.</p> <p>Understanding, experience and enthusiasm about the issues of Digital Inclusion.</p> <p>The Microsoft Office suite including PowerPoint product must be in use</p> <p>Familiar and confident with online collaboration tools and how to make them work in practice e.g. Teams, Dropbox, Smartsheet, Skype/Zoom.</p>   |

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| <p>Working with our team</p>                     | <p>We're a small, remote but friendly team. To enjoy working with us you need to be:</p> <p>Good at communicating</p> <p>Happy to work on your own and manage your own time.</p> <p>Happy to work from home: have your own laptop and access to a fast internet connection (please note no equipment is provided).</p> <p>You will be required to attend our Monday all-company meeting</p>   |
| <p>Essential person specification</p>            | <p>We're looking someone who is:</p> <p>Proactive &amp; tenacious: someone who likes to get on with things and find ways to make things happen!</p> <p>Creative: making really engaging content is the core part of this job.</p> <p>Analytical: you also need to be strategic too, as this content needs to be really suited to our audience. And you need to be able to look at your campaigns, produce accurate reports and understand what's working (and what isn't!).</p> <p>Collaborative &amp; friendly: you need to work across our team, and make friends with other organisations. When planning new campaigns, you'll be liaising with lots of different people so you need to like working with others.</p> <p>Curious: willing to deepen your understanding of the sector, which is complex and political and can be a difficult area to get a hold on.</p> |
| <p>Remuneration range and benefits available</p> | <p>Offered on a self-employed contract basis with daily rate of between £180 to £210.00 per day depending on experience.</p>  |
| <p>Details</p>                                   | <p>Please apply via our website.</p> <p>Applications close on the 14 March 2022.</p> <p>Interviews will be online in March. We will only notify those called for interview.</p> <p>Ideally, we'd like you in post by mid April.</p> <p>We value inclusion and diversity. We want to recruit the best person for the job and welcome applications from people of all backgrounds. If you're interested in the job but not sure you fit the specs, please contact Sophie for a chat about what we're looking for: <a href="mailto:du@digitalunite.com">du@digitalunite.com</a> or <a href="tel:08002289272">call 0800 228 9272</a></p> <p>NO AGENCIES PLEASE</p>  |