

Senior Social Media Officer (Data & Insights)

Job Level	Level 4	Job Reference No:	#10780
		Role review date:	March 2024
Directorate	Communications and External Affairs	Function	Media & Corporate Comms
Service	Media Relations	Reports to:	Social Media Manager

Scale and scope of role

Direct reports	0	Indirect reports	0
Budget responsibility/ accountability	0	Accountable for other resources	0

In addition to formal line management, as described above, the role will also be informally supervised and directed by managers in other parts of the organisation. This will be explained on appointment and kept under review.

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

As Senior Social Media Officer (Data & Insights), you will help promote greater public awareness and understanding of the British Red Cross using our social media channels. You will develop and support social media campaigns and reporting activity, working closely with colleagues across communications, content and digital teams.

Specific areas of focus will be on analysing social media performance, community management and monitoring conversations through social listening. You will help us understand how we can use insights and analytics to deliver content that resonates, engages and inspires our audiences to take action to support people living in crisis, in the UK and around the world.

Key responsibilities

1. Social listening and community management

- Support the Social Media Manager to deliver the British Red Cross social media strategy across channels.
- Monitor, support and develop the brand's reputation management through social listening and community management.
- Provide an exceptional level of support to our social media communities across our social channels by monitoring audience conversations, and moderating, knowing how to respond and escalate messages and feedback in a timely and supportive manner.
- Develop a social audience strategy and our existing community management processes, working on our brand tone of voice, content approach, sentiment analysis and risk management.
- Support other community managers in the organisation by providing training, coordinating data and insights and helping to develop our online brand identity.
- Work with members of the wider digital marketing team and teams across the organisation, sharing audience insight, data and social listening learnings to inform the creation of audience focussed content across channels, supporting wider organisational strategy.
- Identify and monitor key industry updates, and emerging social media tools, features and trends relevant to the brand.
- Help to identify key social influencers who would be relevant to the British Red Cross and support our objectives – either directly or through their communities.
- Conduct regular social listening analysis around strategic themes and pillars presenting learnings to relevant internal stakeholders
- Support on wider social media activity and delivering social media campaigns and projects where needed.

2. Monitoring and Evaluation

- Use analytics and social media management tools to produce regular reports on social media performance measured against benchmarks and key metrics, and support stakeholders across the organisation to correctly analyse and understand the reports, discussing ways to improve performance.
- Use social listening tools to help inform strategies, plan content and understand how best to reach our strategic audiences
- Work closely with website, research and wider digital marketing teams to measure the effectiveness of content and how social content impacts other channels e.g. website traffic/donations.
- Working with the digital analyst, to make sure that all of our social activity is being effectively tracked and analysed, identifying gaps in performance and opportunities to maximise digital actions e.g. organic fundraising
- Support the digital leads on a wider digital marketing analysis audit helping to establish baselines, a suite of analytic tools, dashboards and benchmarks to continuously improve our digital marketing output.

3. Skills development and training

- Support with the training for wider stakeholders to drive social media literacy and best practice.
- Support on any skills and training assessments, process production for devolved community management, & moderation as relevant
- Ensure teams are equipped with GDPR knowledge, and any regulations around social media
- Collaborate with wider members of digital marketing on skills development work needed
- Collaborate effectively with wider digital marketing teams and strategic communications to establish a strong organisation-wide culture of effective digital communications, supported with effective cross-team ways-of-working.

4. Content development

- Help to inform content briefs for social media channels (as well as wider digital marketing channels as relevant) via social listening output
- Support the wider social media team on content development, creation, publishing and channel management across different platforms

- Support key stakeholders across the organisation in producing effective social media content, making sure it is audience first and consistent with our messaging, tone of voice & platform best practice.

Team Member:

- Actively participates in all team meetings.
- Supports other team members.
- Work and behaves in accordance with all BRC policies and procedures.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society’s values (inclusive, compassionate, courageous and dynamic).
- Fully participates in the out-of-hours duty rota as required and is available to cover out-of-office emergency appeals, such as being able to monitor our channels during emergency situations.

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre-engagement checks

Criminal Records

England and Wales – Disclosure and Barring Service (DBS)
• None
Scotland
• None
Northern Ireland
• None

Drivers Check - Required – No

Person Specification

Requirements	Evidence obtained through Shortlisting (S), Interview (I), Assessment (A)		
	S	I	A
Knowledge and Skills			
Essential			
> Demonstrable knowledge & best practice across social media channels (Instagram, Facebook, LinkedIn, Tik Tok, Twitter).	S	I	A
> Excellent understanding of how social listening data and social analytics should inform content development.	S	I	A
> Excellent grasp of social listening tools such as Brandwatch or similar.	S	I	
> Knowledge and experience of using social analytics tools such as Emplifi	S	I	
> Well versed in UTM tracking and Google Analytics as well as platform analytics to measure and inform social media content & produce regular reporting	S	I	
> Highly analytical, accurate and numerate, being results-driven and with an eye for detail & ability to identify and solve problems.	S	I	
> Highly productive, organised, and able to juggle, plan and deliver projects on time, alone or as part of a team.	S	I	
> Excellent oral, writing and copy-editing skills & comfortable at ensuring social media content remains within brand guidelines	S		
> Ability to work in a fast-paced, “self starter” environment.			
> Excellent communication skills and able to maintain key internal and external relationships	S	I	
> Team worker, able to work with colleagues at all levels and with various levels of digital literacy.	S	I	
Desirable			
> Excellent understanding of digital marketing user journeys and best practice	S	I	
> Experience of A/B testing			
> Knowledge or experience of using video and image editing tools	S	I	
> Copywriting skills			
> Knowledge of new social media trends and emerging technology and the ability to apply this in developing ideas.	S	I	
> Knowledge of digital storytelling and understanding of how multimedia content can enhance social channels.		I	
> Ability to quickly adapt to new digital products and use them creatively, showing drive and initiative.			
>			
Experience	S	I	A
Essential			
> Extensive community management and moderation experience monitoring audience needs, driving engagement and growth	S	I	

<ul style="list-style-type: none"> > Experience of training wider stakeholder groups on social media activity imparting best practice knowledge. > Experience of working in a consultative way with many in-house teams, taking account of other's priorities and helping others to achieve their goals. > Experience of working in agency/fast paced background. <p>Desirable</p> <ul style="list-style-type: none"> > Experience of working effectively in a multidisciplinary team and with agile methodologies. > Experience in the development of digital content for a range of channels including social, email and websites, which follows best practice and is engaging and inspiring for supporters. > Working within a charity/voluntary organisation 	S S S S S	 I I	
Additional requirements			
<p>Essential</p> <ul style="list-style-type: none"> > Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. > Able to work unsociable hours and respond to emergencies at short notice, participating in the out of hours duty rota as required. > Be willing to travel at short notice on occasion. 			
Values in Action			
<p>Dynamic - We move forward as one team.</p> <ul style="list-style-type: none"> - Every day, we're adapting, innovating and learning. - When the unexpected happens, we are calm, quick and efficient. - We respond smartly, using clear processes and systems. <p>Compassionate - We stand for kindness.</p> <ul style="list-style-type: none"> - People come first, no matter who or where they are. - We have genuine, open-minded conversations. - Together, we're a united force for good. <p>Inclusive - We are open to all.</p> <ul style="list-style-type: none"> - We treat each other with dignity and respect. - Every person's uniqueness is valued, supported and celebrated. - Our individual backgrounds and experiences make our organisation stronger. <p>Courageous - We are bold.</p> <ul style="list-style-type: none"> - We show our strength by doing the right thing. - We aren't scared to test our creative ideas. - As humanitarians, we go the extra mile to help people in crisis 			

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.