

Senior Social Media Officer

Job Level	4	Job Reference No:	6898
		Role Review Date	May 2025
Directorate	MFC	Function	Media & Corporate Communications
Service		Reports to	Social Media Manager

Scale and scope of role

Direct Reports	0	Indirect reports	2
Budget responsibility		Accountable for other resources	N/A

Context

We help anyone, anywhere in the UK and around the world, 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 global Red Cross and Red Crescent humanitarian network.

Our values and principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything 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 partnership, 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, 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, working closely with colleagues across communications, content and digital teams.

Specific areas of focus will be on international and emergency appeals working with key stakeholders in the organisation and within the movement. You will help explore how we can engage with new and more diverse audiences to support people living in crisis, in the UK and around the world.

Key Responsibilities

Planning and management

- Develop and lead creative and compelling social media campaigns and activity which inspire the public to take action and help connect them to the British Red Cross, working closely with the brand, marketing and content teams
- Gather content and share stories of our international work and establish great working relationships with other National society digital teams
- Work with the fundraising and content teams and support the launch of emergency appeals on social networks, driving donations and evaluating performance
- Work closely with the social media manager to help plan and implement the social media strategy to promote the organisations work and concerns nationally
- Support and educate operational teams across the organisation to have a better understanding of social media in order to build their digital knowledge and encourage collaborative working with the social media team
- Work with the Senior Social Media Officer (Data & Insights) to monitor our social media channels, other National societies' social presence and have an awareness of what is happening in the charity sector.
- Lead on projects as the main social media representative, managing multiple campaigns at once and coordinating work with other departments and regional teams
- Work with the fundraising digital team and support the launch of emergency appeals on social networks, driving donations and evaluating performance
- Manage the paid social media boosting budget including working with fundraising team to ensure best practice for paid campaigns
- Lead and project manage agency collaborations, including involvement in pitches for winning new projects with leading social media channels engagement.
- Forge excellent relationships with current social media channel contacts to ensure long-term relationships with the British Red Cross.

Community and reputation management

- With support from the Social Media Manager, manage and mitigate issues of reputational risk by working collaboratively with project leads, campaign managers and the fundraising digital planning manager to ensure community management is an essential part of every campaign requiring paid social media.
- Support the development of robust Q&As and reactive lines in relation to our core campaign for social media channels.
- Manage freelancers and agency community management support when required, including managing their workloads and priorities.

Monitoring and evaluation

- Work with the Senior Social Media Officer (Data & Insights) to routinely monitor and evaluate social media activity for the organisation
- Work with other team members to look for cost effective social media listening tools that continue to help the team oversee and monitor any reputational risks for the British Red Cross

Training and development

- Support development and delivery of training programs for different teams on how to use social media to fulfil their own team objectives.
- Encourage positive contributions from a wide range of colleagues and the wider public about the British Red Cross on social media.
- Manage the existing social media internal guidelines and RedRoom page for colleagues ensuring they are adhered to and updated.

Team Member

- Actively participate in all team meetings, including chairing during the absence of the social media manager
- Support the development and coach junior members of the team
- Work and behaves in accordance with all BRC policies and procedures and in line with our Values in Action
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

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

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Drivers Checks

> Required No

Person Specification

		Requirement	Evidence obtained through Shortlisting (S) Interview (I) or Assessment (A)		
			S	I	A
Knowledge and Skills	Essential	> Ability to use social media monitoring, image editing and reporting tools	S		
		> A strong understanding of the way social media is affecting the news environment.	S	I	A
		> Excellent communications skills, both written and verbal.			
		> Able to work well as part of a team as well as demonstrate leadership skills.	S	I	A
		> Confident, assertive and determined.			
		> Dynamic, creative and results focussed.	S	I	
		> Able to forge and maintain good working relationships, internally and externally		I	
		> Ability to prioritise and work well in a busy environment to meet deadlines.		I	
			S	I	

	Desirable	> Understanding of working in an international and/or aid agency context, or in a UK voluntary sector organisation or context.		I	
		> Understanding of the issues affecting the operating environment of the British Red Cross internationally and within the UK. > Experience using social media analysis tools		I	
Experience	Essential	> Budget management and running paid social media campaigns > Significant experience in building and managing online communities including reputation management > Significant experience of managing and delivering engaging social media campaigns with tangible outcomes. > Experience and confidence liaising with Senior stakeholders. > Sound judgement about sensitive issues often involving vulnerable people > Able to handle multiple high profile projects with competing priorities in a fast-changing environment > Demonstratable experience of working with teams/account managers at mainstream social media channels > Experience in running training, workshops or similar	S S S S	I I I I I I	A A A
	Desirable	> Experience of communicating for behavioural change or fundraising > Experience of facilitating mass participation / mobilisation in campaigns. Experience in social media marketing or web marketing with an understanding of online supporter journeys		I I	

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. 	
Additional requirements	Essential	<ul style="list-style-type: none"> > Ensures inclusive practice and promotes diversity > Able to work unsociable hours and respond to emergencies at short notice, participating in an out of hours duty rota > Be willing to travel at short notice on occasion. 	<p>I</p> <p>I</p>
	Desirable		

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.