

# Social Media Assistant (Apprenticeship)

## Job description

Together we are help and hope for everyone living with dementia



# Who we are

**Dementia is the UK's biggest killer. One in three people born in the UK today will develop dementia in their lifetime.**

At Alzheimer's Society, we're the UK's leading dementia charity and the only one to tackle all aspects of dementia by giving help and hope to people living with dementia today and in the future. We give vital support to people facing the most frightening times of their lives, while also funding groundbreaking research and campaigning to make dementia the priority it should be.

**Together with our supporters, we're working towards a world where dementia no longer devastates lives.**

# Our values

**Our values tell everyone who we are as an organisation.**

**Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us of what we all stand for.**

**Our values are evident in everything we do, how we do it and how we work together.**

These are not just words on a wall, we live these every day in all our work. We are determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



## **Determined to make a difference**

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



## **Trusted expert**

We're listening, we're learning and we use experience and evidence.



## **Better together**

We're open, we combine our strengths and we achieve more together.



## **Compassionate**

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

# Social Media Assistant (Apprentice)

## Position in the Organisation

Reports to the Senior Social Media Officer.  
Member of our External Relations and Media team.  
Part of our Research and Influencing directorate.

## Purpose of this role

At Alzheimer's Society, we are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialists, and so much more. We are volunteers, we are employees, and together, we are here to make a difference to the lives of people with dementia and their carers.

The Social Media Assistant (Apprentice) will provide support for the Social Media team, taking on a range of operational tasks and activities necessary for the effective day-to-day running of both the team itself, and our social media activity.

Responsibilities will span all areas of our social media programme including, but not limited to, community management, content planning and production, campaign support, reporting and social listening.

The role will also own a number of administrative tasks including inbox and rota management. As the role develops, there may be the potential to take ownership of specific elements of social media activity.

This is an apprentice position, and the successful candidate will complete a level 3 apprenticeship within this role.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A trusted expert who believes in working Better together and demonstrates true Compassion.

## Key accountabilities and responsibilities

- Work with the wider team to plan and create day-to-day content in a variety of formats (text, photography, graphics, video)
- Managing the Social Media inbox and associated processes to assess and assign incoming tasks
- Provide full community management across channels on a rota with the wider team
- Supporting the team to identify new and existing storytellers to feature in our social media content, and undertaking interviews or filming storytellers as needed
- Assist with ensuring incoming and outgoing posts in our social media management platform are properly tagged to support accurate reporting
- Undertaking daily tasks and checks to ensure the proper running of all key social media platforms
- Extracting data and producing reports using Google Analytics, native social reporting and our social media management platform
- General administrative support covering management of rotas and meetings for the Social Media team, and supporting as needed with any similar tasks to enable the running of a social media user group across the wider organisation

## We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

## Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Experience supporting a team and managing a busy workload (this can include voluntary activities)	A/I
Demonstrable passion for social media outside of personal use (this could be using social for fundraising, volunteering, clubs or societies).	A/I
Creative mindset with the ability to generate innovative ideas for content creation.	A/I
Ability to balance conflicting demands and manage a busy workload (including the learning requirements of the apprenticeship).	A/I
Strong digital literacy, comfortable using a range of software and platforms. Able to learn new systems quickly.	A/I
Excellent written and verbal communication skills.	A/I
Confident in understanding, following and helping to develop internal processes	A/I
Passionate about the charity sector and determined to make a difference.	A/I

Competencies & personal attributes	Application (A) or interview (I)
Be a team player, supporting colleagues when there are deadlines, and who knows when to ask for help themselves.	A/I
Be a self-starter and incredibly motivated.	A/I
Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	A/I
Non-judgemental communication	A/I
Commitment to and understanding of equal opportunities	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	A/I

*Follow us on Twitter and Instagram @Alzheimerssoc and Like us on Facebook or check out Alzheimer's Society YouTube channel [youtube.com/AlzheimersSociety](https://www.youtube.com/AlzheimersSociety)*

# Our benefits



## Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



## Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



## Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



## Family & Dependants

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



## Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



## Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave