

# Social Media Officer

## 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 Officer

## Position in the organisation

Reports to the Senior Social Media Officer

Member of our Social 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 specialist 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 Officer works as part of a wider team to ensure we're making best use of relevant tools and channels. The role has shared responsibility for our day-to-day social media presence. You will work on content and will have the opportunity to get deeply involved in delivering our community management strategy. You will need to work effectively across teams to create innovative and impactful day-to-day content and campaigns. The role will champion best practice and regularly produce reports and analysis to ensure channels, campaigns and ongoing activity are all performing in line or above internal KPIs and external industry benchmarks.

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

- Play a key role in delivering our community management strategy. Managing processes and developing approaches to build and nurture relationships within the online community by proactively responding to comments, messages, and user-generated content. Foster a sense of connection and belonging, while encouraging positive discussions and active participation.
- Create and edit compelling and innovative social media content optimised against a range of objectives, including the production of graphics and video.
- Work closely with cross-directorate teams to develop and implement impactful social campaign strategies, ensuring appropriate messaging and content for specific audiences, channels and placements.
- Work with people living with dementia to champion their voices through powerful storytelling.
- Support the Senior Social Media Manager to embed social media strategy.
- Develop and deliver guidance and training to colleagues across all areas relevant to successful social activity, ensuring information is easy to understand for a non-digital audience.
- Run paid social activity aligning with strategic team objectives and manage associated budgets

- Use analytics tools to report back on the performance of day-to-day and campaign-focused social activity, making recommendations to address gaps and optimise performance.
- Identify trends and develop insights into user activity from relevant data sources to inform our ongoing approach.
- Manage projects as directed by the Senior Social Media Manager or Senior Social Media Officer.
- Undertake other tasks as needed to ensure the successful running of our social activity

## 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.
- To champion the diverse needs of people affected by dementia by working in a manner that facilitates inclusion and collaboration, within and beyond the Society.
- To support and enable volunteering activities.
- To 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.
- To be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- To administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines and reporting requirements.
- Work to embed a culture of inclusion and collaboration, within and beyond the Society.

## Person specification and selection criteria

Skills & knowledge	Application (A) or Interview (I)
Experience in a similar role with transferable skills	A/I
Evidence of continuous professional development in areas relevant to the role	A/I
Good experience and understanding of managing social media activity across accounts with high user engagement	A/I
Experience using social media management tools	A/I

Experience managing and nurturing online communities	A/I
Experience using social listening tools	A/I
Good knowledge and practical experience of social media marketing across a mix of paid, owned and earned activity, how they all contribute to deliver results against a range of objectives, and as part of wider digital journeys	A/I
Demonstrable experience of creating assets in image and video form, using tools such as the Adobe Creative Cloud range, Canva and Kapwing	A/I
Experience working closely with people to tell their story through compelling social-first content	A/I
Good experience of Google Analytics and social analytics tools, with strong analytical skills and the ability to review and interpret data, making recommendations based on insights	A/I
Ability to write in a clear and concise way and adapt style for channel and audience	A/I
Knowledge of latest relevant technology and trends, and willingness to learn and champion their use	I
Experience managing projects from start to finish and across multiple stakeholders/teams	A/I
Good understanding of current data protection legislation	A
<b>Competencies &amp; personal attributes</b>	<b>Application (A) or interview (I)</b>
Excellent communication skills, both verbal and written	A/I
Able to work collaboratively and prioritise own workload effectively	A/I
Strong interpersonal and interpretation skills will allow you to have open jargon-free conversations with the business	A/I
Excellent organisational and timekeeping skills	A/I
Excellent attention to detail	A/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	I
Take a proactive and solution-led approach to problems	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