

# Social Media Assistant

## 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

## Position in the organisation

Reports to the Senior Social Media Officer (Community)

Member of our External Relations team.

Part of our Income and Engagement 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 Assistant 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.

The role will own a number of administrative tasks including management of our team inbox and rota creation.

Wider responsibilities will span all areas of our social media programme including, but not limited to, general administration, community management, content creation, campaign support, reporting and social listening.

As the role holder develops there will be the potential to take ownership of specific elements of social media activity.

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

- Monitor and manage the team inbox and associated processes, handling social media requests from a range of internal and external stakeholders, assigning tasks to relevant team members, and ensuring all enquiries receive prompt responses.
- General administration and business support for the social media team, including developing, managing and maintaining key sources of information to support team priorities and objectives (rotas, calendars, knowledge bank, notebook, team's internal intranet page).
- Provide full community management across channels on a rota with the wider team
- Work with the wider team to create and publish social media content in a variety of formats (text, photography, graphics, video)
- Produce reports on campaigns and ongoing performance, for a range of internal stakeholders, utilising a variety of reporting tools.
- Supporting the team to identify new and existing story contributors to feature in our social media content
- Assist with tagging incoming and outgoing posts in our social media management platform to support accurate reporting.
- Other administrative and support tasks as needed

## 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 media outside of personal use (this could be using social for fundraising, volunteering, clubs or societies), and knowledge across a range of platforms.	A/I
Demonstrable experience creating assets in image and video form, using tools such as the Adobe Creative Cloud range, Canva, Capcut or Kapwing	A/I
Ability to think creatively about how to present information and stories in new and innovative ways.	A/I
Experience using data and insight to inform decision making.	A/I
Strong digital literacy, comfortable using a range of software and platforms. Able and willing to learn new systems quickly.	A/I
Ability to write in a clear and concise way and adapt style for channel and audience.	A/I
Able to work collaboratively, prioritise your workload effectively and remain solution focussed throughout your areas of work.	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
Non-judgemental communication	A
Commitment to and understanding of equal opportunities	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	A/I

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# 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