

Social Media Officer

Job description

April 2024

Part-time role (18.5 hours per week) and permanent contract

£35,578 (pro-rata) per annum plus excellent benefits

Purpose of the role

The Social Media Officer supports the Communications and Policy & Membership functions of the Health Equals team with ongoing social media scheduling, delivery, monitoring and engagement.

The post holder will play a crucial role in helping Health Equals to build its online presence and following, supporting its objective to raise awareness of how our health is shaped by 'the building blocks of health'. As well as driving engagement to our public campaigns, they will lead on creating and curating compelling evidence-based content from Health Equals' 28 members.

The Social Media Officer will be adept at finding opportunities to reach broader audiences, to amplify messages, build relationships and engage in debates in innovative ways with opinion formers and influencers online.

They will work with the wider team to ensure that our online and offline communications approaches are well coordinated and adhere to our brand, policy and evidence guidelines. They will contribute to reporting and continuous improvement through tracking and analysis activities.

Key responsibilities

Content creation and scheduling / channel management

- Support the Digital Marketing and Brand Manager with day-to-day management of multiple social media platforms by using third-party software to schedule and post content.
- Create innovative and impactful written social media content, tailored across Health Equals social media channels (including but not limited to Instagram, Facebook, LinkedIn and X).
- Working with the Policy and Membership Manager, curate relevant and timely social media content from Health Equals' members and supporters, finding opportunities and drafting content that aligns with member campaigns with wider Health Equals aims and objectives.
- Support the development of engaging digital collateral such as social media cards.
- Ensure accuracy, high quality and consistency in social media messaging and branding, safeguarding the reputation of Health Equals.

Channel monitoring

- Monitor social media for relevant conversations to tap into, identifying opportunities to tell our story and engage in debates in innovative ways. This particularly involves monitoring member content, engaging, sharing and demonstrating the value of the Health Equals coalition.
- Support the Digital Marketing and Brand Manager to monitor Health Equals' social media accounts, responding to comments, messages and mentions within the guidelines and in a timely and professional manner.
- Address social media related queries, and work with colleagues to proactively spot and resolve or escalate issues such as negative comments and misinterpretation of our communications activity.
- Track, analyse and report on social media metrics to assess the performance of our content, and use insights to make recommendations for improvement in engagement and reach, supporting the team to adjust strategies accordingly.

Online community engagement / influencer outreach

- Identify key micro/influencers, public figures, and influential social media accounts related to the building blocks of health and wellbeing, to seed content / target them with Health Equals content, as well as build relationships as potential partners that can amplify our messages and reach a broader audience.
- Engage and build relationships to help us drive engagement across social platforms, grow our social presence and develop deeper relationships with our existing online community and new audiences. This may include fostering discussions, participating in conversations, encouraging user-generated content.
- Support team members with member engagement, particularly as a liaison point with social media teams.

General

- Participate in broader Health Foundation activities, meetings and groups relevant to the role (for example Healthy Lives Directorate meetings and fortnightly Foundation staff meetings).

Wider contribution

The post holder will at all times aim to embed our key behaviours – Working together, Achieving impact, Discovering and learning – in all aspects of their day-to-day delivery in the role.

We value equality, diversity and inclusion, and encourage applications from diverse backgrounds. We are also committed to making reasonable adjustments for candidates who have accessibility requirements.

Candidates should have the right to work in the UK at the time of appointment.

Person specification

	Criteria	Essential/Desirable (E/D)
Behaviour	Commitment to Diversity and Inclusion – in all aspects of the Foundation’s activities and service delivery.	E
Behaviour	Working together – excellent interpersonal skills and an effective communicator, capable of working in a team and with people at all levels of the organisation.	E
Behaviour	Achieving impact – a track record of delivering high impact social media content.	E
Behaviour	Discovering and learning – openness to feedback and an appetite for enhancing skills and learning.	E
Behaviour	An interest in and desire to contribute to the improvement of health in the UK.	E
Behaviour	Excellent communication and interpersonal skills to build trust and a connection with a range of members and online stakeholders, as well as internal colleagues.	E
Behaviour	Highly organised with evidence of successfully working to deadlines and prioritising tasks.	E
Behaviour	Ability to be self-motivated, with a proactive approach to problem-solving.	E
Experience	Previous experience of writing and delivering social media content, working across multiple channels.	E
Experience	Use of third-party social media management platforms such as BrandWatch to schedule content, monitor engagement and access insights.	E
Experience	Experience using Google Analytics and social media analytical tools to produce user and engagement statistics, support data	E

	management, benchmarking, reporting and analysis.	
Skills and abilities	Strong understanding of social media platforms and emerging trends, best practice and algorithm, how they can be used effectively to meet communications objectives.	E
Skills and abilities	Skill for developing engaging and compelling content that emotionally connects with online audiences, raises awareness of an issue and moves people to take an action.	E
Skills and abilities	A strong understanding of the evidence base surrounding the building blocks of health , or relevant issues, in order to champion evidence in an accurate and compelling way.	E
Skills and abilities	Excellent copywriting for social media, with the ability to convey technical and academic concepts for non-specialist audiences, and create content tailored to different channels.	E
Skills and abilities	Ability to edit images and video: working knowledge of Photoshop, Illustrator, Premiere Pro and Canva or similar applications.	D
Skills and abilities	Strong numerical skills and ability to accurately analyse data to identify and interpret trends and draw out actionable insights.	D