



Social Media Officer

Job description and Person specification

Salary: £4485 (fulltime equivalent £21,450)

15 hours a week (2 days)

Plus 4% pension

Fixed term 4th January 2021- 31st June 2021 (6-month contract possible extension to 2023- funding dependent)

Job Purpose: Works closely with Trust Manager and Marketing Officer to create engaging content for the Trust's social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences.

Duties

- Manage the Trust's social media channels, including Facebook, Twitter and other relevant platforms
- Engage in social media presence creation on new and emerging social media platforms
- Plan content and delivery and use tools like Hootsuite and Asana to manage multiple social media channels
- Create content that promotes audience interaction, increases audience presence on the Trust's sites, and encourages audience participation
- Assist Programme Managers with large projects, events, and community management
- Work as part of a team to develop large social media campaigns
- Analyse and reports audience information and demographics, and success of existing social media projects
- Propose new ideas and concepts for social media content
- Use timeline and scheduled content to create a consistent stream of new content for audience interaction while analysing, managing, and altering schedules where necessary to optimise visits
- Contribute to wider communication strategies and plans for the organisation
- Undertaking tasks on other aspects of work as commensurate with the expectations of the post.
- Other duties commensurate with the grading of the post

Personal Specifications

Essential

- Have a solid understanding of the use of a range of social media platforms, particularly in relation to advertising/branding and customers

- Have strong editing and writing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques
- Proven knowledge and understanding of algorithms and search engine optimisation
- creative skills for contributing new and innovative ideas
- Have strong verbal communication skills for articulating ideas to colleagues and clients
- Excellent organisational skills, with the capacity to prioritise and work across multiple projects
- Can work well under pressure and meet deadlines
- Excellent data analysis skills and statistical prowess to draw actionable insights
- Have an eye for detail and the ability to work accurately
- Have excellent team work and networking skills.

Desirable

- Experience of event coordination and campaign working
- An understanding of the roles of the various statutory agencies and voluntary organisations within Glasgow, particularly in the Southside of Glasgow
- Any specific skills relevant to the campaigning and/or developmental work of the Trust
- Working knowledge/proficiency in a local community language other than English
- Working within diverse communities