

## VACANCY

# Communications Social Media Specialist

<b>Department:</b>	Communications
<b>Reports to:</b>	Communications and Marketing Manager / Communications Co-ordinator
<b>Designation:</b>	Permanent (4)
<b>Salary:</b>	Between £8.70 and £9.00 per hour
<b>Hours:</b>	37.5 hours per week – Monday to Friday 9am to 5pm (some flexibility to work outside of these hours is required).
<b>Benefits / Equipment:</b>	Annually 30 days holiday inc. Bank Holidays (225 hours) Access to Newlife Pension Scheme Staff discount, following 12 weeks service Access to Childcare Voucher Scheme Health Cash Plan at level 1, post probation 1 week company sick pay

### **About Newlife:**

Newlife's mission is to save and change the lives of disabled and terminally ill children, across the UK.

We have over 25 years of success and we continue to help disabled children and their families, by funding:

- Free national Nurse manned helpline
- Specialist equipment grants
- Emergency equipment loans
- Child health research
- Action to campaign for change
- A 'training into work' opportunity for disabled adults
- Environmental protection

You can find out more about Newlife the Charity for Disabled Children by visiting our website: [www.newlifecharity.co.uk](http://www.newlifecharity.co.uk)

### **Post Summary:**

Working as part of the Communications Department this role has responsibility for the day to day management of all of Newlife's social media activity. This will include supporting to maintain and develop the social media strategy, sourcing & drafting posts, posting and scheduling content, and reporting/responding to any incoming communication via these channels including providing excellent customer service. This role will be supported by the wider communications team as required.

We are looking for someone with proven ability in relation to social media, with excellent written and oral communication skills who can work effectively across all social media platforms in all areas of the business to promote Newlife's services.

If you feel you have the essential (must have) requirements and can also demonstrate a significant number of points from the desired (could have) requirements shown, please apply.

### **Essential Requirements:**

- Relevant experience in Social Media and/or relevant qualifications.
- A Strong Passion for Social Media.
- Some experience contributing and developing Social Media Strategy.
- Excellent personal communication skills, both orally and written to be able to engage all audiences.
- Able to demonstrate excellent digital customer service skills via all channels.
- Ability to work to KPI targets.
- Ability to analyse data and create reports
- Well organised with excellent planning skills.
- Ability to prioritise a challenging workload to meet deadlines.
- The ability to work as part of a team with a supportive and motivational approach.
- A creative eye in order to support the wider team.
- Some Photography Skills.
- Well-developed Admin and IT skills.
- Able to create and maintain records.
- Willing and able to work towards CPD and keep up to date in the field of work.

### **Desirable Requirements:**

- Experience working for a charitable or not for profit organisation.

### **Primary Responsibilities:**

In respect of Newlife you will have responsibility for:

- Supporting to create, develop and execute long and short-term social media strategy.
- Leading social media channels with a test and learn approach; sourcing content, drafting posts, engagement, and scheduling.
- Responding to customer queries, giving excellent digital customer service via internal response teams.
- Ability to mimic the voice and tone of the organisation cross-platform.
- Attention to detail in reporting and analytical skills.
- Keeping full and proper records, which can include; capturing KPI information, reviewing social media messages and analysing and organising data capture.
- Working to KPI targets.
- Drafting social media communication within deadlines.
- Always represent well and increase the brand awareness.
- Understanding target audiences and acquiring data to fit strategies.
- Helping define all strategies for communication across; the organization, media points and audiences.
- Liaising with the wider team and relevant departments in order to successfully execute duties and achieve objectives accordingly.
- Feed Social Messages to third parties as and when required.
- Work alongside the wider communications team to develop the website, providing input from a social media view point.
- Work alongside the wider communications team to manage reviews and business listings.
- Attending meetings and producing notes and actions when required.

### **Additional Responsibilities / Expectations:**

- Maintain the **Mission Vision** and **Values** through work.
- Work in accordance with all internal policies and procedures.
- Adhere to all Health and Safety policies and procedures and use all equipment in a safe and appropriate manner.
- Always compassionate and deserving of trust.
- Willingness to train and develop as required.
- Willingness to commit to our policies around equality and diversity.
- The commitment to be part of the culture of what makes Newlife different and successful.
- Ability to build good appropriate relationships with people at all levels while maintaining confidentiality and respect of your colleagues.
- Any other duties as required from time to time.

**Notes:**

All offers of employment will be made subject to satisfactory references being received.  
All Newlife roles are subject to a 6 months probationary period.

**Our Values:**

- Always compassionate and deserving of trust - in all we do.
- Making things happen - for those we serve.
- Leading in our field - to make things better.
- People at our heart - every day.

**Interested?**

Find out more about Newlife by visiting [www.newlifecharity.co.uk](http://www.newlifecharity.co.uk) and [www.newlifestores.co.uk/landing/](http://www.newlifestores.co.uk/landing/) or see what current employees say by visiting [www.newlifecharity.co.uk/docs/about/employment.shtml](http://www.newlifecharity.co.uk/docs/about/employment.shtml)

**To apply:**

Submit a Newlife Application Form which is available from our website, by calling The People Team (01543 431495) or by visiting the SuperStore in Cannock, via online submission, by email to [peopleteam@newlifecharity.co.uk](mailto:peopleteam@newlifecharity.co.uk) or by post to Newlife Centre, Hemlock Way, Cannock, Staffs, WS11 7GF. Alternatively you can send us your CV.

If you have any problems with completing the application form or would like further information please email or call the People Team.

Newlife the Charity for Disabled Children is an Equal Opportunities Employer and a Disability Confident Employer.

**Other Info:**

Newlife the Charity for Disabled Children - Registered Charity Number: 1170125 in England & Wales

