

## Job Description

**Job Title: Senior Content and Social Media Executive**

**Job Location:** Haywards Heath

**Reports to:** Social Media Manager

**Responsible for:** N/A

**Job Holder:** N/A

**Department:** Campaigning and Communications Directorate - Media Team

The Social Media team sits within the organisation's Campaigning and Communications Directorate, delivering creative and effective social media communications to support campaigning, brand awareness and fundraising activities.

### **Job Purpose:**

Support Sightsavers' communications strategy by delivering engaging and compelling social media content, helping to build and engage an international community online and raise the profile of the organisation through our global social media channels.

Support the social media manager in developing strategy as it relates to Sightsavers' social media channels.

Oversee the day-to-day running of Sightsavers' Social Media Content Calendar, coordinating new requests and balancing planned output alongside delivery of reactive social media content. Identify opportunities to deliver cross-team and cross-territory social media communications.

Lead the development and implementation of Sightsavers' social media content strategy (video, animation, imagery, GIFs), project managing content production and organising or delivering training as needed.

Manage Sightsavers' out-of-hours freelance resource, participate in crisis communications as a shift team leader and deputise for the Social Media Manager in their absence.

Lead the social media strategy for specific communications projects, such as Sightsavers' Equal World campaign. Work closely with internal stakeholders to deliver engaging and effective social media content that meets global campaigning objectives.

Support social media channel moderation and content creation for other areas of Sightsavers' work during busy periods, as agreed with the Social Media Manager. Create and manage paid social advertising campaigns as needed, and deliver campaign performance analysis to support the optimisation of future communications strategies.

Due to the 24/7 nature of social media, at times, work outside of agreed office hours will be required (for example out-of-hours crisis communications support), which will be agreed in advance wherever possible and for which time off in lieu will be given.

### **Principal Accountabilities:**

## 1. Social media strategy

- Support the social media manager in developing strategy as it relates to Sightsavers' social media channels.
- Oversee the day-to-day running of Sightsavers' Social Media Content Calendar, coordinating new requests and balancing planned output alongside delivery of reactive social media content.
- Identify opportunities to deliver cross-team and cross-territory social media communications and encourage synergy between all areas of Sightsavers' work on the social media channels.
- Lead the development and implementation of Sightsavers' social media content strategy (video, animation, imagery, GIFs), project managing content production and organising or delivering training as needed.
- Deliver agile social media strategy for specific communications projects, such as the Equal World campaign, that fulfils wider communications campaigning objectives.
- Deliver proactive (planned) social media content – videos, images, gifs, animations, blogs – to support key campaign moments with a high requirement for creative, engaging and accessible social media content executions. Manage freelancers or account managers from third party agencies where resource requires.
- Support and identify opportunities for user-generated content creation to drive conversation around key campaigns and appeals.
- Create and manage paid social advertising campaigns.
- Deliver campaign performance analysis to support the optimisation of future communications strategies, with learnings disseminated to colleagues in an effective and timely way.

## 2. Social media project management – Equal World campaign

- Deliver social media strategy for the Equal World campaign that fulfils wider communications and global campaigning objectives.
- Deliver proactive (planned) social media content – videos, images, gifs, animations, blogs – to support key campaign moments with a high requirement for creative, engaging and accessible social media content executions.
- Deliver reactive social media content and strategy to support the campaign in response to changing external developments and trending conversations.
- Support and identify opportunities for user-generated content creation to drive conversation around our Equal World social media posts.
- Identify opportunities for social media content collection and creation, liaising with the Content Strategy team to brief country offices in sourcing programme content for social media use.
- Regular reporting on content successes and failures, with learnings disseminated to colleagues in an effective and timely way.
- From time to time, working with account managers from third party agencies to deliver planned social media content to an agreed brief.

- Successfully innovate and deliver content which serves to build brand awareness online and, where appropriate, work with colleagues to encourage synergy between the Equal World campaign and other areas of Sightsavers' work on the social media channels.

### **3. Reactive social media comms**

- Daily social listening across the full range of Sightsavers' social media channels to identify opportunities to join conversations and engage with trending social media topics in a creative, accessible and brand-friendly way.
- Weekly production of creative, accessible and engaging assets to support reactive and proactive social media opportunities – including video, gifs, animations and images.
- Support social media channel moderation and deputise for the Social Media Manager as needed, leading shifts as team leader during crisis situations and taking editorial/strategic decisions in the Social Media Manager's absence.
- Adapt quickly and strategically to deliver social media content in response to changing external environments, such as new channel developments or political/cultural/environmental shifts. Deliver learnings to colleagues through training and inform/upskill internal stakeholders as appropriate.
- React and respond quickly and effectively to PR and media opportunities generated through social media channels.
- Evaluate whether reactive activity fulfils strategic communications objectives and help develop objectives to inform future strategy.
- Live social media content production to support individual appeals and campaigns as needed.
- Manage freelance/agency resource to support out-of-hours social media communications or reactive content production as required.

The principle accountabilities are not meant to be an exhaustive list of tasks. The need for flexibility is required and the job holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

### **Jobholder Entry Requirements - the essential knowledge, skills and behaviours required**

#### **Knowledge (Education & Related Experience):**

##### **Essential**

- The jobholder will have a good understanding of how social media can support Sightsavers' communications and organisational strategies and of the role social media plays in the communications mix and how it supports all disciplines.
- Excellent knowledge of national and international media and social media.
- Understanding of the varying needs of Sightsavers' audiences, ability to adjust tone and content accordingly, and make recommendations for an alternative solution if content is not appropriate for a particular channel or audience.
- Ability to use learnings from social media monitoring and analysis to continually optimise social media content.

- Experience of working with multiple stakeholders to deliver strategic social media comms.

### **Desirable**

- Good understanding of international development, health and policy campaigning.

### **Skills (Special Training or Competence):**

#### **Essential**

- Digital content native – lives and breathes social media and has a thorough knowledge of the main social platforms.
- Excellent storytelling ability, with a proven track record of creative asset development, creative writing, and editorial skills, with the ability to adapt tone of voice.
- Experience of building and managing online communities and creating and managing social media campaigns using social media management, analysis and monitoring tools.
- Experienced in managing a varied workload and working with numerous stakeholders. Good networking and relationship building skills.
- Experience of working with account managers from third party agencies to deliver results to an agreed brief.
- Proficient in photo and video editing skills (Adobe Photoshop and Premiere Pro desirable).
- Ability to present complex information in a form appropriate to the audience.
- Ability to work in a busy environment, manage conflicting priorities and to independently manage delegated assignments.
- An understanding of and commitment to equality of opportunity for people with disabilities.

#### **Desirable**

- Experience of working in an NGO and/or international development experience would be an advantage. A keen interest in international development and development policy, particularly the sustainable development goals, is desirable.
- Knowledge of the charity sector, fundamentals of fundraising and campaigning is desirable.
- A degree in marketing, media, journalism or digital communications or equivalent experience is desirable.

#### **Core Behaviours:**

- Communicating and influencing.
- Team working.
- Proactive, self-motivated and solutions focused.
- Planning and organising.
- Change and improvement.

- Decision making.
- Delivery and implementation.
- Attention to detail.
- Logical thought process and a commitment to realising objectives.

### **Key Relationships:**

The Social Media team serves all areas of the organisation, so it's vital that the chosen candidate is seen as helpful and approachable by all stakeholders across all teams.

### **Internal**

- Social Media Manager, Head of Media and Director of Campaigning and Communications.
- Head of Campaigning and Equal World campaigns team colleagues.
- Individual communications teams across Individual and Major Giving, Neglected Tropical Diseases and PS2.
- Content Strategy and Online and Design teams.
- Country office colleagues (through the Content Strategy team).

### **External**

- Freelancers and third-party content production agencies.