

Job Description

Role Title: Social Media Manager

Contract Type: Permanent

Hours: 35 (full-time)

Band: 5

Key Relationships:

Internal: Marketing & Communications; Supporter Care; Fundraising; Clinical; Research; Policy, Campaigns & Mobilisation; Volunteering; Services.

External: Marketing agencies, social media influencers

Key focus of the role:

Lead the organic social media strategy for Diabetes UK to support our engagement, fundraising, influencing and brand awareness goals. Grow and develop our organic social media channels to create a bigger and more engaged community, working closely with internal teams to embed the principles of good social media engagement across Diabetes UK.

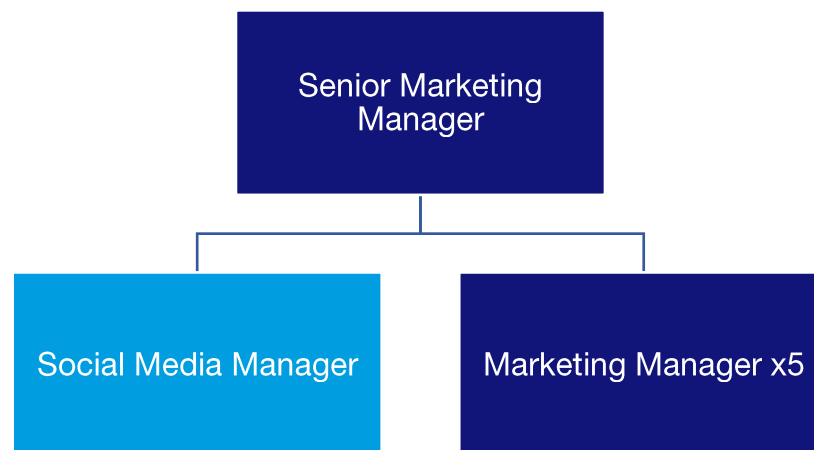
Directorate and team

This role sits in the [Strategic Marketing team](#) in the [Engagement & Fundraising Directorate](#)

Department



Role and reporting Line



All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- The key activities you'll undertake (**the What**) and
- The skills, knowledge, experience and behaviours you need to be successful in this role (**the How**)

Key activities – What you need to do

1. Develop and deliver integrated, audience-first content strategies for Diabetes UK's current organic social media channels, to grow our following and deepen engagement with our existing followers.
2. Be responsible for the day-to-day management of the social media calendar and posting of content, including managing requests for social media activity from internal teams.
3. Support the Media team with reactive comms on social media, including crisis comms when needed (which may, on occasion, be out-of-hours).
4. Support the wider marcomms teams in delivery of social media activity in support of key organisational moments such as Diabetes Week and World Diabetes Day.
5. Work with Strategic Marketing, Content & other relevant teams to ensure an integrated approach to content planning across comms channels.
6. Work with the Supporter Care team to ensure our online communities receive a high level of support through effective moderation and community management.
7. Support our regional comms teams across the UK to ensure a consistent presence across all Diabetes UK social media channels, and share guidance, tools, content and insight.

8. Lead on the scoping of, and development of a strategy for, new social media channels, to help us reach new audiences and remain competitive in the social media space.
9. Develop a reporting framework to monitor and evaluate the impact of our social media activity, and regularly share insights with key stakeholders.
10. Work with the Brand team to develop a consistent tone of voice to use across all channels and content.
11. Work closely with and upskill the wider marcomms team, and other internal teams, to embed the principles of good social media engagement across the organisation.
12. Work with the supporter care team to develop a social listening strategy, to track how diabetes and Diabetes UK are being talked about on social media and gain a better understanding of the public conversation around diabetes.
13. Proactively seek opportunities for Diabetes UK to join wider, relevant conversations on social channels
14. Keep up to date on new social media practices and opportunities.

How you need to do it (the How)

Skills

1. Excellent copywriting skills.
2. An analytical thinker with the ability to closely monitor performance and adopt a test and learn approach to shape future activity and content.

Knowledge

1. Extensive knowledge of social media best practice.
2. A detailed understanding of the charity social media landscape.
3. An understanding of GDPR and safeguarding in a social media context.

Experience

1. Experience in a social media management role for other (ideally, but not essentially, non-profit) organisations.

2. Experience developing and delivering effective content strategies for organic social media channels.
3. Experience using social media management systems (ideally Orlo) to manage the day-to-day scheduling and posting of social media content.
4. Experience of interacting with online communities on social media to promote positive engagement amongst followers.
5. Experience of using social media listening tools to develop and deliver a social listening strategy.

Behaviours

1. Enthusiastic and passionate about the opportunity to bring about change for people affected by diabetes.
2. Flexible, disciplined and able to use excellent organisation skills to prioritise work effectively under pressure.
3. Ability to approach challenges in a calm and pragmatic way.
4. Ability to work collaboratively with various teams and to build and maintain strong working relationships.
5. Ability to balance strategic thinking and a creative approach.
6. Able to use your knowledge and experience in social media to upskill and empower other internal teams.

Qualifications/professional membership (if applicable):

N/A