



Job Description



Job Title:	Social Media Manager
Department/Team:	Digital
Location:	Headquarters
Line Manager's Title:	Head of Digital

1. Overall Job Purpose

The Social Media Manager owns, manages and drives social media strategy across the Society, engaging with millions of users with a wide variety of content needs. It is this strategy that ensures that the RSPCA's social networks continue to grow and enhance our brand and messaging effectively, in support of the overall RSPCA strategy.

As well as acting as the key contact point for all queries regarding social media use, the role trains and guides staff at all levels in taking the RSPCA's message to new audiences, while ensuring effective community management is in place at all times.

2. Structure

See Establishment Structure Charts

3. Key Tasks/Job Description

- Lead development of Society-wide social media strategy, ensuring content and platform use support wider strategic aims, communicates key messages, meets audience expectation and is representative of the multi-faceted nature of the organisation.
- Oversee the social media content schedule to ensure we are consistently providing our audiences with relevant and engaging material, responding to demand and need from teams across the society and supporting external relationships.
- Line manage Social Media Officer, coaching them to deliver a highly engaging stream of social media content and maintain excellent community management.
- Work alongside Digital Marketing Manager to ensure strategy for advertising on social channels aligns with wider social strategy and plans.
- Work with wider digital team to ensure content production is carried out in a collaborative manner, advising on how best to develop content in order to facilitate effective social communication.

- Collaborate with teams across the Society to develop communications campaigns around a wide range of issues, including political campaigns, welfare issues and fundraising appeals, which have an effective social element.
- Work collaboratively with both internal and external teams on the design and development of media assets appropriate for social media use.
- Identify and establish relationships with social influencers and other external contacts who can be leveraged to help spread the Society's message further.
- Establish processes for effective community management across the RSPCA's national social media channels, enabling the Society to offer excellent customer service.
- Ensure effective processes are in place to ensure queries and issues (including reports of serious animal cruelty) are escalated appropriately.
- Act as frontline point of contact for all manner of public enquiries via multiple social channels, including Tweets, Facebook comment and private messages, moderate public messages and respond to questions and complaints in a timely and sensitive manner, escalating incidents as appropriate.
- Develop and maintain policies and guidelines to direct social media use across the whole RSPCA, championing the use of social media to a high standard and acting as an advocate for the RSPCA brand and reputation.
- Provide ongoing support to all colleagues across the national Society, including the @RSPCA_Frontline Twitter team, and branches, acting as key contact for all social media queries and providing channels through which they can seek assistance or advice.
- Lead and train a team of staff from the wider directorate to provide consistent and high-quality customer service via social media channels outside working hours.
- Monitor, evaluate and report on published social content, developing methodologies to ensure we can continue to adapt our plans and processes to be more effective.
- Carry out competitor analysis against other commercial and non-profit organisations, using learnings to make improvements to RSPCA social communications.
- Ensure national RSPCA social media activity complies with data protection best practice.
- Stay in touch with the latest developments in social media and advise on how the Society can leverage them to achieve its aims

While at work all staff are required to:

- Adhere to the Society's charitable objectives which are to promote kindness and prevent cruelty to animals.

- Understand and comply with the Society Code of Conduct.
- Take care of their own health and safety and that of others who may be affected by their acts and omissions.
- Co-operate with Society policies and procedures.

In addition to your normal duties, you may occasionally be required to undertake such other reasonable duties as necessary to meet the needs of the Society.

4. Person Specification

Please see person specification attached (appendix A)

This job description is a statement of the job content required as of March 2018. It should not be seen as precluding future changes.

PERSON SPECIFICATION**Social Media Manager**

	ESSENTIAL	DESIRABLE
PROFESSIONAL AND/OR TECHNICAL QUALIFICATIONS	Degree in related subject or equivalent.	Marketing or related qualification in business or related discipline.
EXPERIENCE	<p>Substantial experience of social media management.</p> <p>Significant experience of reputation and crisis-management in a customer service based capacity where timeliness and sensitivity is required to manage customer queries or complaints.</p> <p>Substantial practical experience of developing social media and digital campaigns.</p> <p>First-hand experience of digital communication strategy development.</p> <p>Experience of planning and implementing paid social activity.</p> <p>Image and/or video editing experience.</p> <p>Knowledge of data protection best practice.</p>	<p>Line management experience.</p> <p>Financial management of digital projects.</p> <p>Knowledge of SEO, PPC and/or wider digital marketing principles.</p> <p>Comfortable working in a Google (Gmail, Docs, Drive etc.) environment.</p> <p>Photoshop CS.</p> <p>Charity sector experience.</p>
SKILLS AND COMPETENCIES	<p>The ability to work alone and unsupervised.</p> <p>Excellent interpersonal skills.</p>	
PERSONAL QUALITIES	<p>A flexible approach to work.</p> <p>The ability to remain calm under pressure.</p>	
SPECIAL CIRCUMSTANCES (if any)	N/A	