

SERVICES FOR INDEPENDENT LIVING

JOB DESCRIPTION



Job Title:	Social Media Coordinator
Reports to:	Head of Marketing & Communication
Location:	Flexible working
Hours:	20 hours per week (worked over Monday – Friday) 1 year FTC
Salary:	£14,487.20

Services for Independent Living is a Service-User led, not for profit, organisation, based in Herefordshire. Our aim is to provide a comprehensive range of services that support people to live independently within their own home and community.

Position in Organisation

Reporting to the Head of Marketing & Communication the role requires a creative individual able to work to deadlines and manage their own time and workload. They must be flexible and have a good understanding and proven track record in using social media. They will be expected to deliver work for services across the organisation as directed by the HoS, and work closely with colleagues across SIL when required.

This is an important role within SIL, but it is a great opportunity for someone who likes to think creatively and has fresh ideas about content management and marketing.

Flexible working is available, so the post holder will be able to work from SIL's offices in Leominster or from home, with approval from the HoS.

The post holder will need to have a valid licence and access to a car.

The post holder must show clear commitment to the SIL guiding principles:

Partnership; **R**espect; **I**nnovation; **D**iversity; **E**quality; **S**trength based

Principal Accountabilities:

1. Maintenance of 2 existing platforms:

- To manage the content of SIL's Facebook and Instagram
- To create innovative posts using SIL's branding and ethos

- To undertake basic content creation, including making videos
- To research and find appropriate # to link to campaigns being undertaken by SIL
- To respond to comments/messages

2. Building a new platform from zero

- Research audience and competitors
- Set up branding, bios, highlights and templates
- Create a backlog of content
- Launch new platform (TikTok)
- Actively engage to grow the first 1000 followers

3. Other duties

- To assist in the delivery of and attend the Annual General Meeting, each October
- To be part of the production of in-house videos

4. Personal Development

- To attend appropriate training (internal and external) as required to meet personal development within SIL and adhere to SIL's policy on mandatory training
- To attend meetings and supervisions as requested and actively contribute to the marketing service

These duties may vary from time to time without alteration to the general character of the post or level of responsibility entailed. It is expected therefore that the post holder will undertake any other duties commensurate with the grading of the post and allocated by the Head of Service.

PERSON SPECIFICATION

Job Title: Social Media and Analytics Officer

Criteria	Essential	Desirable	Evidenced by:
Education & Knowledge	<ul style="list-style-type: none"> Evidence of a good general education including GCSE mathematics and English above grade C or equivalent 	<ul style="list-style-type: none"> Marketing degree or similar qualification 	Application Form and certificates
Skills	<ul style="list-style-type: none"> Intermediate working knowledge of Microsoft Word, Excel and Outlook Excellent communication skills both oral and written Good organisational skills Able to manage time effectively and work independently 		Computer Test Application Form & Interview / refs Application Form & Interview / refs Application Form & Interview / refs
Experience	<ul style="list-style-type: none"> Experience using social media and content management to reach a wide audience in a business setting Experience launching a new platform Experience of creating own content including videos Experience using Canva or other design software Campaign management 		Application Form & Interview Application Form & Interview Application Form & Interview Application Form & Computer test Application Form & Interview
Personal	<ul style="list-style-type: none"> Respect for others and acting with integrity are important values to you Self-motivated; able to use 		Application Form & Interview Application Form & Interview

	<p>initiative and still work collaboratively</p> <ul style="list-style-type: none">• Understanding the importance of being accountable for own performance and behaviour• Team Player• Friendly, tactful and calm		<p>Application Form & Interview / refs</p> <p>Application Form & Interview / refs</p> <p>Application Form & Interview / refs</p>
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