

Job Title:	Social Media Coordinator
Reports to:	Head of Department

General job description:

Assist the Digital Experience and Communications Manager in developing, implementing and reporting on social media activity and strategy.

1. Principal responsibilities:

- Manage supporter relations on our social media channels and platforms
- Curate online content and material for social media platforms in line with brand guidelines, tone and digital strategy
- Maintain a current view of industry trends and use these to inform and execute Barnabas Aid's marketing approach.
- Grow the reach, engagement and acquisition on social media channels, adjusting and evaluating the performance of social media campaigns
- Network with other departments under the direction of the Manager, acquiring necessary content for social media use
- Develop social specific campaigns and deliver compelling copy writing, graphics and video within the brand guidelines so that content can be re-purposed across multiple channels
- Observe and manage the performance of social media content
- Responding efficiently to supporters questions and comments, ensuring information is being correctly communicated
- Coordinate and optimize social media content calendar, promoting campaigns as necessary through appropriate advertising tools.

2. Technical Competencies:

- Learn and apply new ideas/methods to continually develop our use of the social media channels.
- Be in tune with latest digital trends like Google algorithm updates.
- Understand and apply analytical/data tools in reporting and data-driven decision making.
- Assist in digital and live production on both the internal and external channels.
- Analyze social digital channels for development opportunities and growth.
- Coordinate and optimize social media content calendar.
- Provide regular activity reports, to evaluate the effectiveness of social media campaigns, and adjusting content accordingly.
- Keep up to date with latest social media trends, ideas, concepts, and continually seek to develop your own learning.

3. Educational Requirements and Work Experience:

The successful candidate must be able to demonstrate a working knowledge of various social media platforms and how they differ and can be used cohesively within a defined strategy. It therefore goes without saying that the candidate must have strong computer skills and be able to demonstrate command of the English language, especially in writing. Salary will depend on relevant work experiences, level of skills, and appropriate educational qualifications.