

Job Description



Post:	Social Media Assistant
Hours per week:	34 (full time) normally worked over 4 days - see the Information for Candidates for further important detail on Beat's working hours.
Salary:	£21,893-£22,569 (Salary Band 1B-1C)
Contract:	Permanent
Location:	Home-based with the option of working in a Beat office in Norwich, London or Warrington if preferred - see the Information for Candidates for further important information about Beat's offices.

Our Values

At Beat, we share the vision of an end to the pain and suffering caused by eating disorders. We are inspired by the people we serve, by the difference we can make, and by our commitment to each other.

To make our vision a reality, we need to be **bold**. It takes a particular courage for our beneficiaries to ask us for help. And we need to be courageous in return - being proactive in seeking new opportunities, embracing new ways of working, and challenging things that are preventing our vision from becoming a reality.

Central to our success is our commitment to building and maintaining supportive and mutually **empowering** relationships with our colleagues, supporters and beneficiaries. In turn, these relationships provide us with unique experience and learning, which we use to speak with both compassion and authority about the realities of eating disorders.

We also believe that people performing at their best are happier in their work and that happy people perform at their best. So we create and protect a trusting and **collaborative** environment where people can experiment, learn and flourish.

We all have the responsibility of ensuring our behaviours and relationships reflect these values on a day-to-day basis and for holding ourselves and each other **accountable** when they do not.

When we get this right, we will achieve brilliant results together, making Beat a truly inspiring and enjoyable place to work.

Marketing and Communications

Our communities play a critical role in ensuring we are able to support those that need us. They are passionate about our cause and support our goals for change and fair access to eating disorder treatment through their campaigning, donating, fundraising, and

volunteering.

We want to engage with our communities so that they feel connected to us and that every interaction they have with us is specific and relevant.

Purpose of the role

To reach and engage new and existing audiences through our social media channels, through the creation of high quality digital content that educates and informs our communities about eating disorders, empowers or supports others to empower recovery and connects people to Beat's cause.

Relationships

The Social Media Assistant will report to the Marketing Manager as part of a growing Marketing and Communications team. They will work closely with the Social Media Officer, the Digital Marketing Officer, the Multi-media Content Officer and the 'Communications Officer' to develop content that engages and informs our communities.

They will also be required to form strong working relationships across all other departments at Beat.

Key Responsibilities

1. Support the Social Media Officer with daily management of the social inboxes
2. Support the Social Media Officer with the administration of Beat's social media channels
3. Respond to messages, comments and enquiries received through Beat's social media channels in a sensitive and timely manner
4. Manage scheduling and distribution of social communications including campaign actions as directed by the Social Media Officer
5. Support the Social Media Officer with the collection and interpretation marketing analytics from our social promotional activity and provide insight into our marketing effectiveness
6. Assist in the creation, planning and scheduling of social media campaigns and content
7. Assist with the production of reports on social media performance
8. Manage the social media content calendar, keeping up to date and informed on key dates/weeks in our fundraising and campaigning calendar
9. Keep up to date with social media best practice, consistently looking for new and improved ways to reach our audiences
10. Actively participate in and make a positive contribution to the work of the Marketing and Communications team
11. Identify own personal learning and development needs and seek opportunities to address these
12. Other responsibilities relevant to the purpose of the role as required by the line manager.

These responsibilities are subject to review and may be varied in emphasis depending on operational requirements.

Person Specification - Social Media Assistant

Candidates should take each of the points below and, using each as a sub-heading in the application form, demonstrate how they meet the requirements of the role.

Relevant Experience

- Good understanding of social media management and the communities that interact with each platform especially in relation to consumer brands or cause related activities
- Demonstrable experience in managing social media accounts

Personal Competencies

- Good written and verbal communication skills and ability to vary content styles across platforms as appropriate
- Good analytical skills, and ability to use data to support decision-making, with a high level of accuracy and attention to detail.
- Ability to manage competing demands in a fast-paced environment
- Self-starter - able to work on projects independently as well as within wider teams

Specific Knowledge

- Understanding of different social media platforms and how each is used to engage with different audience groups
- Competent in Microsoft Office and digital management tools, eg. Google Analytics, Project management and social media management tools - preferably Sprout Social
- Knowledge, or demonstrable ability to gain understanding, of mental health issues.