

# East Anglia's Children's Hospices - EACH

## Job Description



**Job Title:** Social Media & Digital Comms Coordinator

**Responsible to:** Marketing & Communications Manager

**Directorate:** Fundraising & Communications

**Job Summary:** As a member of the Marketing and Communications (M&C) team to support the Senior Digital Comms Coordinator with the planning, coordination and implementation of social media content and produce effective film content for using on all digital channels.

### Responsibilities

- To contribute to and support the digital aspects of the M&C Operational plan, maximising key audience awareness and voluntary income opportunities.
- To manage the preparation and posting of all social media content across EACH's digital platforms, including paid social media advertising.
- To grow and increase engagement with our social media audience across all platforms, including connecting with audiences on new platforms, engaging with comments to nurture relationships with existing and potential supporters.
- Monitor, report and evaluate social media activity to support future content and make recommendations for improvements with these findings.
- Research and monitor emerging social media tools, changes to algorithms that will affect engagement levels and trends to support with content, platform and advertising plans.
- To manage produce effective, engaging and emotive film content to support all areas of the organisation.
- To assist with any other tasks to support EACH's digital activities, inc e-comms.

- To ensure at all times that the functions of the Social Media and Digital Comms Coordinator are conducted in accordance with current legislation and to keep up to date with amendments to said legislation.

This job description is not exhaustive and may be amended as necessary. It is intended as a guide to the duties and responsibilities of the post.

## General requirements

- Maintain confidentiality in all areas of work at EACH.
- Ensure that your conduct within and outside EACH does not conflict with organisational expectations.
- Actively support and promote EACH and all its policies.
- Promote the safeguarding and welfare of children, young people and vulnerable adults
- Ensure an awareness and observation of Fire and Health and Safety Regulations.
- Ensure the respect, dignity and rights to privacy of children, young people and their families as far as possible.

## **EACH - Values**

### **Empathy and understanding**

Understanding the view and feelings of others is central to our work relationships and how we interact daily

### **Commitment to quality**

We consistently employ our best efforts and strive for the highest standards in everything that we do, always looking for ways to improve

### **Open and respectful**

We operate in an honest and participative way. Welcoming constructive feedback and different views, we understand the power of words and behaviour and hold ourselves accountable for maintaining a positive and considerate work environment

### **Make it happen**

We are empowered to and take responsibility for getting things done

## **Additional Points of Reference**

This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and is subject to amendment in consultation with the post holder.

The management and clinical philosophy of EACH is based on a multi-disciplinary approach. Staff regardless of grade or discipline are required to participate according to this concept. All staff must be sympathetic to, and able to project the philosophy and concept of hospice care.

The role of volunteers is integral with the work of EACH, and paid staff are required to underpin this in their attitude and actions.

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## Person Specification



**Job Title:** Social Media & Digital Comms Coordinator

|                                   | Essential  | Desirable   |
|-----------------------------------|--|---|
| <b>Knowledge/<br/>Training</b>    | <ul style="list-style-type: none"> <li>Qualifications in English and Maths to GCSE Grade C or above (or equivalent).</li> <li>Excellent IT skills, including Microsoft Office.</li> <li>Working knowledge of web content management system/s, including WordPress</li> </ul>   | <ul style="list-style-type: none"> <li>Degree educated or CIM equivalent.</li> </ul>  |
| <b>Experience</b>                 | <ul style="list-style-type: none"> <li>Experience of working in a busy office environment with a record of achievement.</li> <li>Two years practical experience in a digital related role.</li> <li>One year's experience of content writing, delivery and management of professional social media accounts.</li> <li>Knowledge of search engines, Google Analytics and other digital platforms.</li> <li>Experience of managing a number of large projects simultaneously.</li> <li>High standard of organisational skills: planning and prioritising.</li> <li>Experience of forming and maintaining effective relationships with colleagues.</li> <li>Experience of creatively producing and presenting information from a variety of sources.</li> </ul> | <ul style="list-style-type: none"> <li>Three years practical experience in a digital related role, with line management responsibility.</li> <li>Experience of content writing, delivery and management of professional social media accounts for a charitable organisation.</li> </ul> |
| <b>Skills &amp;<br/>Abilities</b> | <ul style="list-style-type: none"> <li>High standard of interpersonal and communications skills.</li> <li>Strong writing skills and experience of writing content for public readership.</li> <li>Ability to sensitively write emotive content.</li> </ul>   | <ul style="list-style-type: none"> <li>Strong writing skills and experience of writing for public readership, including for digital platforms.</li> </ul>   |

|                           |   |  |
|---------------------------|---|--|
|                           | <ul style="list-style-type: none"> <li>• Strong organisational and planning skills.</li> <li>• Ability to think creatively and implement new ideas.</li> <li>• Confidence and ability to implement ideas and instruction from colleagues, including overcoming conflicting views.</li> <li>• Confidence and ability to communicate with and present to colleagues at different levels.</li> <li>• Ability to demonstrate high levels of attention to detail.</li> <li>• Ability to work with minimum supervision and on own initiative.</li> <li>• Flexible approach to work and working hours, including some weekend and evening work, for which time-off-in-lieu will be given.</li> <li>• A keen interest in career progression within digital communications.</li> <li>• Ability to work harmoniously with staff team.</li> <li>• Commitment towards the work of the charity.</li> </ul> |  |
| <b>Other Requirements</b> | <ul style="list-style-type: none"> <li>• Full UK driving licence and own car.</li> </ul>  |  |