



## JOB DESCRIPTION

Job Title:	Social Media Officer
Division:	Marketing and Campaigns
Department:	Digital Media, Communications
Location:	Southern Support Centre, Southwater
Reports to:	Digital Marketing Manager
Responsible for:	No direct reports – but manages nearly 500,000 people on Twitter, Facebook and bloggers.
Grade:	MS1

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### 1. Purpose of the job

The role is to support the Society's communications strategy through the use of social media. To be responsible for building the online community through the Society's social media profiles including Facebook and Twitter. This is a public facing frontline role communicating key messages and managing reputational risk in a very public arena.

This high profile role reflects the views of the organisation and needs to manage social media campaigns to correct false views, mobilise support and respond on an individual and group basis. This post has a significant responsibility in being the very public face of the organisation.

#### Dimensions

- The RSPCA has an active social media presence of more than 500,000 users regularly interacting with the post via social networks and the post holder is the key relationship manager, who is responsible for message creation, sign off and responding to crisis management at all levels and is also responsible for the development of the Social Media Strategy.
  - Social media plays a crucial role in the RSPCA's reputation management having a significant impact on brand development and income generation. Speed is critical in our response and members of staff need to work out of hours and at weekends in responding to reputational risks.
  - The role coordinates content creators from across the whole Society, and has responsibility for quality control of all content being published on the RSPCA-owned social media platforms. This involves co-ordination with managers of other functions across Campaigns, Public Affairs, Fundraising and specialist teams and managing their expectations as far as content is concerned.
  - This post holder is also responsible for making sure that all posts are part of strategic priorities, aligned with the brand and on message.
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- The post holder will often have to make individual judgements on messages and responses and if these are wrong could have wider impacts across the media. The levels of responsibility are far higher due to the nature of our political and legal engagement than many other NGOs and this post reflects a high profile position.

### 3. Principal Accountabilities

#### Online community building

- Contribute to the development and delivery of social media strategies
- Daily management of social media communication with supporters and interested parties, building relationships with existing supporters and influencers to build brand advocates
- Monitor and moderate comments from supporters
- Management of audio and video uploads and channels
- Manage blogger and Twitter outreach to support other digital activity
- Source and create new content as well as managing content from other departments to ensure consistent messaging, quality control and coherent customer journey

#### Reputation management and Analysis

- Defend the organisation on social media sites, comment and provide analysis on feedback.
- Daily monitoring of social media activity, providing detailed weekly and monthly reports and analysis using online monitoring tools.
- Respond to customer enquiries and complaints received via social media, ensure all responses are timely, in-line with policy and handled sensitively
- Deal with and, where necessary, escalate to senior management, any potential PR issues arising on social media which might impact RSPCA's reputation
- Check non-owned forums and social media and post comments/responses where appropriate
- Advise both the digital team and other departments on social media best practice and make recommendations

#### Miscellaneous

Ad hoc admin support such as sickness reporting, ordering office supplies and processing invoices

While at work all staff are required to: -

- 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 for health and safety

### 4. **Knowledge, skill and experience**

Please refer to the attached person specification (Appendix A).

### 5. **Organisation** – see separate organisation chart

## **6. Job Context**

This post forms part of the Society's digital media team.

The post is line-managed by the digital communications manager who will develop the e-communications strategy and the post holder will assist the senior digital communications officer in helping to deliver that strategy. The post holder will also be expected to work closely with other members of the digital media team.

The post will have some day-to-day supervision but the post holder will be expected to be self motivated and be able to work on their own initiative.

## **7. Additional Information**

Occasionally, in the Digital Media Manager's absence the post holder will proxy their e-mail account and respond to e-mails or delegate to another team member as appropriate. They are to respond to all social media requests and will have the judgement

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This job description is a statement of the job content agreed in January 2013. It should not be seen as precluding future changes.

Job holder's signature..... Date .....

Line manager's signature ..... Date .....

## APPENDIX A

### *Person Specification for Social Media Officer*

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>
<b>Professional/Technical Qualifications</b>	Degree in Marketing, Media, Journalism or Social Media	Marketing or related qualification in business or related discipline.  Relevant social media training
<b>Experience &amp; Job Knowledge</b>	<p>Experience of building and managing online communities and creating and managing social media campaigns</p> <p>Experience of using social networks in a business context using online marketing techniques.</p> <p>Experienced in managing a varied workload and working with numerous stakeholders</p> <p>Experience of working with account managers from third party agencies to deliver results</p> <p>Experience of using web content management systems</p> <p>Experience of running/attending inter-departmental meetings and user groups.</p>	<p>Charity marketing experience</p> <p>Campaign management including PR</p> <p>Knowledge of data protection</p> <p>Knowledge of SEO</p>

<b>Skills &amp; Competencies</b>	<p>Excellent verbal and written communication skills with an ability to alter tone and style dependent on the audience</p> <p>Project management skills - to independently manage delegated assignments</p> <p>Ability to plan and prioritise own workload</p> <p>Skilled in editing copy and manipulating images using software</p> <p>Basic analytical skills (experience of interrogating systems and compiling reports)</p>	<p>Presentation skills</p> <p>Negotiating/influencing skills</p>
<b>Personal Qualities</b>	<p>Evidence of building and maintaining productive working relationships</p> <p>Client/customer focused approach to delivering solutions</p> <p>Interest and awareness in developing technologies and a passion for working with the internet.</p> <p>Ability to remain calm and deliver work to tight deadlines</p> <p>Ability to work on own initiative</p> <p>Flexible approach to work duties</p> <p>Ability to handle confidential information with discretion</p>	
<b>Special Circumstances</b>	<p>Ability to undertake some UK travel including occasional overnight stays</p> <p>Comfortable around dogs</p>	