Job Description

Job Title: Social Media Officer

Responsible to: Senior PR and Communications Manager

Job Purpose:

The postholder will lead Acorns presence on social media by growing our online community, raising awareness of our care and driving vital support for seriously ill children and their families.

Key Accountabilities:

* Lead the management of Acorns social media presence across all major platforms.
* Tell the organisation’s fundraising story, building in a call-to-action approach to all communication.
* Develop strategic social media communications to support organisational objectives, fundraising strategies and build brand awareness.
* Advise on and implement Acorns social media strategy aligned with the charity’s wider communications and strategic goals.
* Produce compelling and innovative social media content, including copy, reels, shorts, graphics and photos.
* Engage with our social media audiences in a manner that reflects Acorns values and mission.
* Monitor and report on platform trends and audience behaviour to ensure our approach remains current and impactful.
* Ensure all social media activity reflects Acorns brand identity, tone of voice, and values.

Main Duties:

Social Media Management

* Manage day-to-day output and engagement across Acorns core social media channels (Facebook, Instagram and LinkedIn).
* Grow Acorns presence on emerging platforms and other digital communications channels that best fit our organisational goals and are appropriate for our audiences.
* Develop and deliver strategic social media communications that use powerful storytelling to raise awareness of Acorns children’s hospice care, demonstrating how our care positively impacts children with short lives and helping to challenge misconceptions.
* Working closely with colleagues, develop and deliver targeted social media campaigns that effectively promote fundraising and income generation activity, and other organisational priorities.
* Using a ‘social media first’ approach, create and deliver compelling, on-brand content (including copy, photography, carousels, reels, and shorts) optimised for each platform to demonstrate the impact of our children’s hospice care and support fundraising campaigns on social media.
* Engage with followers, respond to comments and direct messages promptly and appropriately, liaising with other teams where necessary.
* Proactively maintain and update a rolling calendar covering all planned campaigns, awareness days, and key internal and external dates.
* Monitor social media trends, tools and opportunities for innovation, along with other charity, marketing and fundraising activities, to optimise our approach.

Reporting and Analysis

* Produce reports as required highlighting key outcomes and metrics against predetermined goals and objectives.
* Create quarterly social media audits analysing audience behaviour and best performing posts/content and use those insights to inform approaches.

Other Duties:

* Using excellent attention to details, deliver all work accurately ensuring campaigns, posts and content are fully edited, proofread and signed off by relevant activity and project owners.
* To have an affinity with Acorns cause and be committed to telling its inspiring stories in a sensitive, diplomatic and responsible way.
  + Act as an ambassador for Acorns raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and team working.
  + Contribute to Acorns fundraising aims by raising awareness with your stakeholder groups about how vital fundraising is to the charity’s mission and sharing opportunities for fundraising support
  + Be an Acorns content champion, responsible for training colleagues and empowering them to produce or provide content within a supported framework.
  + Put the needs and interests of Acorns children and young people and their families first in all aspects of their work.
  + Ensure compliance with Acorns policies for diversity, employment, equal opportunities, health and safety, information governance and safeguarding.
  + Actively participate in an annual performance review and any training and development identified to further enhance your role with Acorns.
  + Be innovative, research new ideas, monitor new trends and advances, technology updates, and other charity/fundraising activities to capture, share and implement best practice across content creation and social media.
  + Carrying out any reasonable duty as requested by your line manager.

Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children’s Rights and support all children to be Rights Holders.

Person Specification – Social Media Officer

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|  | **ESSENTIAL** | **DESIRABLE** |
| **Qualifications** | * Good standard of education, particularly in relation to writing, spelling, punctuation and grammar. | * Degree in marketing, PR, media, communications or similar OR equivalent experience. |
| **Experience** | * Experience managing social media channels (Facebook, Instagram, LinkedIn, TikTok, Threads) * Experience generating engaging content for different social media channels (copy, images, graphic, shorts, reels) * Experience developing and delivering social media campaigns * Experience managing and nurturing online communities * Strong understanding of platform-specific algorithms and trends * Experience writing and following social media plans/calendar | * Experience of managing social media channels in a charity or non-profit organisation. * Experience of managing social media channels through a social media management system (i.e., Hootsuite or Sprout) * Experience of working to develop influencer or blogging networks. * Experience of supporting fundraising campaigns. |
| **Skills** | * Excellent administrative and organisational skills * Excellent written and verbal communications skills * Excellent attention to detail * Excellent copywriting and proof-reading * Proficient in Microsoft Office Suite | * Presentation experience (internally and externally) * Proficient in video editing skills |
| **Abilities** | * To prioritise own workload and work to deadlines * Take a proactive and solution-focused approach * Committed to building good internal and external relationships, both with staff and supporters * Collaborative team player, willing to share knowledge and learning * Innovator keen to embrace new technology and ways of working | * Project management skills * To develop training documents and train others |
| **Special Conditions** | * An affinity with our cause * Willingness to train and learn new skills * Willingness and ability to travel independently throughout the organisation * Willingness to work outside agreed hours as required |  |
| **Behaviours** | * Courageous-will challenge the status quo * Positive, enthusiastic approach & can-do attitude * Curious, always seeking to understand and improve experience of customers * Open to change and continuous improvement * Innovative mindset and passionate about learning * Commitment to the Acorns strategy & its success |  |

**Terms And Conditions of Employment**

**Position:** Social Media Officer

**Reporting To:** Senior PR and Communications Manager

**Base:** Drakes Court  
Alcester Road  
Wythall  
Birmingham  
B47 6JR

**Salary:** £29,000 per annum

**Notice:** 4 weeks

**Hours:** 37.5 hours per week

**Holidays:** 23 days plus statutory bank holidays

**Pension:** Contribution to Group Personal Pension Plan or NHS Pension Scheme.

**Life Assurance:** NHS Pension Scheme Life Assurance cover or

Acorns Group Life Assurance Scheme

All terms and conditions will be detailed in writing together with   
Employee/Health & Safety handbook, which must be read and observed.