

Social Media Officer

Role overview and job description

Are you a creative digital communicator with a passion for social media, storytelling and inspiring support for a charity that changes lives? Acorns Children's Hospice is looking for a Social Media Officer to manage our presence across key platforms, engaging audiences with compelling communications that tell our fundraising story and show the impact of our care.

About this role

As Social Media Officer for the largest children's hospice in the UK, you'll **shape how Acorns is seen, heard and understood**, leading our presence on social media. This specialist, hands-on role plays a pivotal part in **growing our online community, sharing stories of care and impact, and driving support for seriously ill children and their families**.

You will **manage our core social media channels** (Facebook, Instagram and LinkedIn) **planning, creating, scheduling and publishing engaging content** that reflects our brand, showcases our care, and supports campaigns that drive fundraising, income and supporter engagement.

As a fundraising organisation, voluntary income is integral to Acorns ability to provide care. You will **champion the importance and impact of fundraising across social media**, working closely with colleagues to **plan and execute campaigns** that support a wide range of income-generation activities.

Proactive and solution-focused, you will **maintain a dynamic content calendar, monitor trends, and manage audience engagement**, responding to comments, messages, and tagged posts in a thoughtful, timely manner. You will **track what works on each platform and use these insights to optimise posts and campaigns**, maximising reach, engagement and impact.

This is an **exciting opportunity to bring your creativity, energy and specialist social media expertise** to one of the region's most respected and best-loved charities. If you're passionate about social media communications that make a real difference and want to use your skills to positively impact children with short lives, we'd love to hear from you.

Your team

You will be part of Acorns talented Communications team, sitting within the highly-skilled Marketing and Communications department.

Job Description

Job Title: Social Media Officer
Reports to: Senior PR and Communications Manager

KEY ACCOUNTABILITIES:

- > **Lead the day-to-day management of Acorns social media presence** across all major platforms.
- > **Tell our fundraising story**, ensuring posts and campaigns include clear calls to action and support income-generation.
- > **Share the impact of Acorns care**, demonstrating how we positively impact children with short lives and helping to challenge misconceptions about hospice care.
- > **Plan and deliver social media communications** that support organisational objectives, fundraising priorities and build brand awareness.
- > **Advise on and implement** Acorns social media activity, contributing insights, knowledge and best practice to align with the charity's wider communications goals.
- > **Produce compelling and innovative content**, including copy, reels, shorts, graphics and photos, optimised for each platform.
- > **Engage with social media audiences** by responding to comments, messages and tagged content promptly and appropriately, reflecting Acorns values.
- > **Monitor and report on campaigns, platform trends and audience behaviour**, using insights to refine content, approaches and engagement.
- > **Ensure all social media activity** is consistent with Acorns brand identity, tone of voice and values

MAIN DUTIES:

Social media management

1. Manage the day-to-day planning, creation, scheduling and delivery of content across Acorns core social media channels (Facebook, Instagram, LinkedIn).
2. Grow Acorns presence on emerging platforms and other digital channels relevant to our audiences.
3. Plan and deliver social media campaigns using storytelling to raise awareness of Acorns care, demonstrate impact, and help challenge misconceptions about hospice care.
4. Work closely with colleagues to create and deliver targeted campaigns that promote fundraising, income generation and other organisational priorities.
5. Using a 'social media first' approach, produce on-brand content (copy, photography, carousels, reels, shorts) optimised for each platform to support campaigns and showcase Acorns impact.
6. Engage with followers, respond promptly to comments, messages and tagged content, liaising with teams as needed.
7. Proactively maintain and update a rolling content calendar covering campaigns, awareness days and key internal/external dates.
8. Monitor social media trends, tools, and opportunities for innovation, alongside activity in

other charities, marketing and fundraising, to optimise approaches.

Reporting and Analysis

1. Track what works on each platform and use these insights to make posts and campaigns more engaging and effective.
2. Produce reports highlighting key outcomes and metrics against agreed goals.
3. Conduct quarterly audits analysing audience behaviour and top-performing content, using insights to improve planning and delivery.

Best Practice

1. Champion content creation across Acorns, supporting colleagues to contribute stories, photos and other materials within a structured framework.
2. Research and share new ideas, trends and advances in social media and digital content to enhance practice.
3. Using excellent attention to detail, deliver all work accurately, ensuring campaigns, posts and content are proofread, edited and signed off appropriately.
4. Communicate Acorns stories with sensitivity and responsibility.
5. Act as an ambassador for Acorns, raising awareness of its aims and enhancing its reputation through exemplary conduct.
6. Comply with Acorns policies on diversity, equal opportunities, safeguarding, health and safety, and information governance.
7. Participate in annual Performance Reviews and undertake training to develop skills and effectiveness in the role.

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

	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	



Terms and Conditions of Employment

Position:	Social Media Officer
Reporting to:	Senior PR and Communications Manager
Location:	Hybrid working
Salary:	£30,000 to £32,000 per annum
Notice:	8 weeks
Hours:	37.5 hours per week
Holidays:	27 days plus statutory bank holidays
Pension:	Contribution to Group Personal Pension Plan or NHS Pension Scheme (if already in scheme)
Life Assurance:	Acorns Group Life Assurance Scheme or NHS Pension Scheme Life Assurance