

ORGANIC SOCIAL MEDIA OFFICER

Duration:	Permanent
Job Level:	5
Hours:	35 hours per week. Other flexible arrangements will be considered.
Salary:	£31,000 per annum
Disclosure Level:	Basic - This role involves no direct or indirect work with children
Reports to:	Head of Organic social media
Location:	Hybrid working: Part home and part working from our office: 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Public Engagement Directorate exists to deliver best in class public engagement to create a world fit for children. This passionate, dynamic and challenger team, driven by insight, exists to drive growth in income, influence and impact for children. The Communications function within Public Engagement is home to Ambassador Relations, Media Relations, Organic Social Media and the Creative Team, this pivotal team cuts across the whole of the directorate to help the Public Engagement Marketing function to achieve their shared objectives.

ABOUT THE ROLE

This Organic Social Media Officer is responsible for supporting the day-to-day management of organic social content. They will support 'business as usual' organic social including planning, briefing content, and publishing. They will also support in delivering responsiveness through Unicef owned social channels, including monitoring and responding to key trends, networks and stakeholders. The post holder will also support monitoring and reporting for social organic channels through existing regular processes and any new campaign reporting processes. The Organic Social Media Officer will have the opportunity to manage some bespoke projects at the direction of the Senior Organic Social Media Manager. At times, the Social Media Officer may have to deputise for the Senior Organic Social Media Manager in internal and external briefings, acting as a consultant and the key contact internally.

What we will expect you to achieve

- Managing 'always on' content across Facebook, Instagram and Twitter. Consulting and advising the Media Executive and Corporate teams on interest stories for LinkedIn when support is required.
- Monitor networks and topics in-platform to identify opportunities to respond to relevant and appropriate content.
- Keeping social media planning tools such as Hootsuite and Facebook Creator Studio up to date with scheduled content, in line with organisational priorities in the Marketing Communications Planner.
- Carry out metrics reporting for social media channels, including supporting reporting across all earned activity (through ambassadors for example). From the point of view of sound regular reporting, contributes to the development of robust evaluation and

learning for the function.

- Share responsibility for representing the day-to-day planning and content needs of the UNICEF UK owned social media channels in the campaign planning forums (including MarComms & Start the Week)
- Review and accept requests for support from colleagues across the organisation. For example, from marketing, corporate partnerships, advocacy, ambassador relations, media etc. Feeding back on creative designed for organic social, giving constructive best channel practice advice and guidance to generate the most engagement.
- Work with external partners and champions to ensure they have access to appropriate toolkits and content to amplify any campaign.
- Work out of hours occasionally as part of the emergency and crisis rota.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned.

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.
- Takes a supporter-centred approach to storytelling, identifying ways to deepen a supporter's relationship with UNICEF UK through motion graphics and video whilst achieving the campaign objectives

Creating and innovating

- Approaches problem-solving creatively; brings ideas from outside to help achieve our vision; challenges established processes; demonstrates flexibility and adaptability to working in new scenarios.

Efficiency and effectiveness

- Consults others and shares expertise, know-how and ideas with colleagues for best results.
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience and knowledge.

Communication, negotiating and influencing.

- Conveys complex ideas using a variety of methods to engage an audience and win understanding and support.
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity.

Relevant experience

- Experience of managing multiple projects and prioritising workload and channel output accordingly.

Specific knowledge and skills

- Proven knowledge of social channels, with experience in managing organic social delivery across Facebook, Twitter and Instagram and a strong understanding of how to optimise these channels to achieve business objectives.
- Producing, writing, and editing content for social media channels.
- Strong communication skills in delivering constructive feedback and advice.
- Understanding of social media consumer behaviour and how our actions and content will be perceived by the public.
- Awareness of the latest, evolving trends and opportunities across the social media landscape. Able to analyse and evaluate reports from social activity.
- Ability to work multi-functional teams (including both internal and external stakeholders), supporting others and contributing to team decisions.