

SENIOR ORGANIC SOCIAL MEDIA MANAGER

Duration:	Permanent
Salary:	£57,000 per annum
Job Level:	Level 3
Hours:	35 hours per week. Other flexible arrangements will be considered.
Disclosure Level:	Basic. This role involves no direct or indirect work with children
Reports to:	Head of Organic Social Media
Location:	Working from home and at 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 Organic Social Media, Media Relations, Ambassador Relations, Creative Team, and Strategic Communications. This pivotal team cuts across the whole of the organisation.

ABOUT THE ROLE

The Senior Organic Social Media Manager will play a leading role in UNICEF UK's Organic Social team. You will support the Head of Organic Social Media to deliver an engaging social media strategy with our audience across our channels. You will supervise two social media roles and support the Head of Organic Social Media.

You will be responsible for ensuring the content on our channels supports UNICEF UK's strategic priorities and upholds our brand values and inclusive storytelling principles. You will have a keen editorial eye across copy and content, collaborating with team members and key stakeholders to deliver best practice social media content.

This is a versatile role which requires significant experience and knowledge of audience insights and behaviour, and will be able to apply this insight and evidence in an external and internal context to inform decision making. The role holder will have significant experience of working in organic social media and communications for a complex global organisation, with significant experience in risk management and mitigation in the social space. You will collaborate with colleagues across the organisation, at times including our Global Head Quarters. You will work collaboratively with the Head of Organic Social Media during times of crisis communications, including social listening.

This role will require some out-of-hours and weekend work for large-scale events, and you will join the team as a representative of the out-of-hours on call rota.

What we will expect you to achieve

- Coach, support and guide the Organic Social Media Manager and Organic Social Media Officer day-to-day. Coach and guide their long-term professional development, supported by the Head of Organic Social Media.
- Guide team members on priority themes and campaigns within the social media calendar, ensuring a balance of our content pillars, the external environment, brand reputation and team members capacity at all times. Escalating and collaborating with the Head of Organic Social Media to prioritise and pivot activity.
- Guide the delivery of content created within the team, ensuring it meets to the Organic Social Media strategy, overall business objectives, social media best practice and UNICEF UK's brand and image guidelines. Escalating significant issues of risk to the Head of Organic Social Media.
- Manage the capacity of the Organic Social Media Manager and Organic Social Media Officer; scrutinise priorities based on organisational objectives and our Public Engagement Strategy, escalating capacity issues as necessary.
- Represent the Organic Social Media team in several key steering groups for cross-organisational priorities, including Partnerships and Soccer Aid for UNICEF, ensuring UNICEF UK's social media strategy is represented.
- Collaborate with the Head of Organic Social Media to develop new channel proposition strategies. Lead the day-to-day plan and presence for newly launched channels alongside on-going tracking and reporting of metrics to meet business objectives.
- Partner with the Head of Organic Social Media in times of risk management and crisis communications. Consult and advise key stakeholders as part of crisis communications protocols. On occasion, act on behalf of the Head of Organic Social Media in this capacity.
- Have proficient experience in using relevant audience insights and data to make strategic recommendations to improve campaigns. At times, use this experience to manage brand reputation and risk and provide recommendations to senior stakeholders.
- Coach and inspire team members and representatives from other Communications teams to test evolving Organic Social trends and formats relevant to our brand to engage and reach our audiences and ultimately achieve KPIs whilst keeping brand guidelines and reputation front of mind.
- 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 to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Communication, negotiating and influencing

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

Creating and innovating

- Contributes ideas, approaches and insights that enable innovation.
- Builds a network of relevant individuals outside UNICEF UK to gain alternative perspectives that improve performance.
- Scans the external environment for trends, insights, ideas, and best practice that could benefit UNICEF UK's work.

Efficiency and effectiveness

- Sensitively decisive, taking time to consult with relevant stakeholders before making and communicating clear decisions and the reasons for them.
- Manages conflicting priorities to ensure that objectives are achieved, and deadlines met.
- Responds flexibly to unforeseen events such as emergency responses to ensure that effectiveness is not compromised.

Resilience

- Remains positive and quickly recovers from setbacks, keeping problems in perspective.
- Takes a solution focused approach to problem solving to succeed in difficult circumstances.

Results focused

- Prioritises and sustains focus on work with a supporter-centred approach that will have the greatest impact on agreed aims.
- Reviews results and extracts learning to optimise future performance.
- Anticipates internal/external challenges that could impact UNICEF UK's work and adapts approach accordingly.

Relevant experience

- Extensive experience in shaping organic social strategies within multi-functional teams and external stakeholders such as large-scale events or corporate and brand partnerships.
- Extensive experience managing multiple priorities pragmatically, making decisions in line with social media best practices, brand reputation and risk and supporter and audience engagement.
- Extensive experience in managing crisis communications and similar emergency on-call settings.
- Proven experience in line-managing a small team.
- Extensive experience in organic social strategic curation and implementation, with experience in managing and overseeing organic social delivery across Facebook, X , Instagram, Tik Tok and more, with a strong understanding of how to optimise these channels to achieve business objectives.
- Significant experience of producing, writing, and editing content for a multitude of social media channels to achieve objectives for a large, complex global organisation.

- Proven experience of achieving objectives and KPIs across a breadth of social media campaign.
- Significant proven experience of crisis communication protocols in a social media landscape, including foreseeing how actions can be misinterpreted or negatively received online.
- Strong knowledge and experience in reporting, evaluating and presenting social media KPIs.
- Proven line management experience in running an operational team.

Specific knowledge and skills

- A significant understanding of audience behaviour, utilising audience insight for maximum impact and how our actions and content will be perceived by the public.
- Significant awareness of the latest, evolving trends and opportunities across the social media landscape.
- Extensive knowledge of social channels, taking initiative to keeping up with changes to channel functionalities and trends.
- Robust fluency of vital tools including but not limited to Sprout Social, Brand Watch, Facebook Creator Studio and Google Analytics.