

## ORGANIC SOCIAL MEDIA MANAGER

**Duration:** Full time, fixed term contract 10-12months (Early Moments Leave cover)

**Salary:** £42,000 per annum

**Job Level:** 4

**Hours:** 35hours per week. Other flexible arrangements will be considered.

**Disclosure Level:** Basic. This role involves no direct or indirect work with children

**Reports to:** Senior Social Media Manager

**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

This Organic Social Manager is responsible for leading the day-to-day management of UNICEF UK's organic social media content and channels.

You will manage the overall organic social calendar, including planning, briefing content, and publishing to drive engagement and awareness. You will also be responsible for delivering bespoke projects and cross-organisational campaigns and represent the team in cross-organisational working groups and meetings, providing strategic and creative insight, recommendations, and advice on how best to achieve results using Organic Social to reach and engage audiences and achieve objectives.

You'll have a strong understanding of Organic Social Media including experience in risk management and mitigation in the social space, with strong awareness of how audiences use channels. Along with the Organic Social Media Officer, you will support in monitoring and reporting of social organic channels.

### What we will expect you to achieve

- Develop, curate, and deliver a varied and compelling Social Media calendar of activity throughout the year that demonstrates the breadth of UNICEF's work for children, meets strategic objectives and upholds our brand and image guidelines and values.
- Deliver UNICEF UK's social media channel strategies for owned channels that help achieve public fundraising, public advocacy, brand awareness and campaigns objectives whilst upholding the

reputation of UNICEF UK's brand.

- Keep up to date with social channels functionalities and trends to identify opportunities to respond and curate relevant content.
- Collaborate with 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.
- Carry out metrics reporting for social media channels, including supporting teams in reporting across all earned activity. Lead on regular team reporting to provide learnings and adaptations to our approach to achieve strategic objectives.
- Represent Organic Social in cross-organisational working groups, providing a strategic steer and recommended delivery plans for priority activity and campaigns. Educate and provide insight on social media best practice on owned and partner channels, accessibility of content and how to communicate with mass audiences effectively.
- Be the gatekeeper for our channels and audience engagement, review requests for support from colleagues across the organisation across the organisation and provide strategic steer and direction based on relevance, objective and priorities.
- Share responsibility for representing the day-to-day and forward planning and content needs of the UNICEF UK owned social media channels.
- Be a part of the team out-of-hours Emergency on call rota. This will occasionally include some evenings, bank holidays and weekend work so that UNICEF UK can respond to humanitarian emergencies and crisis communications promptly. Deputise for the Senior Social Media Manager as needed.
- 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:

- 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.
- Scans the external environment for trends, insights, ideas, and best practice that could benefit UNICEF UK's work.

Efficiency and effectiveness:

- 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.
- Evaluates work, learns from results and adjusts strategies to provide the best results for children.

Communication, negotiating and influencing:

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

Positive Relationships:

- Nurtures professional relationships with colleagues at all levels and with external contacts and partners to support the achievement of objectives.

### **Relevant experience**

- Strong experience of working on organic social strategies within multi-functional teams (including both internal and external stakeholders), supporting others and contributing to team decisions.
- Significant experience of managing multiple projects and prioritising workload and channel output accordingly.
- Significant experience of working in a similar role within crisis communications, risk, and mitigation and/or emergency response protocols.

### **Specific knowledge and skills**

- Extensive knowledge of social channels, with substantial experience in managing organic social delivery across Facebook, X and Instagram with a strong understanding of how to optimise these channels to achieve business objectives.
- Considerable experience producing, writing, and editing content for social media channels to support business objectives and delivery against a social media strategy.
- Strong communication skills in delivering constructive feedback and advice.
- Significant understanding of social media consumer behaviour and significant knowledge in how to utilise audience insight to deliver for maximum impact across channels.
- Strong understanding of the importance of brand reputation and how our actions and content will be perceived by the public.
- Considerable knowledge the latest, evolving trends and opportunities across the social media landscape.
- Strong analytical skills, with proven ability to analyse and evaluate results and reports from social activity.