ORGANIC SOCIAL MEDIA MANAGER

Duration: Fixed Term (5 months until 25th June 2027)
Salary: Circa £46,000 per annum
Job Level: 4
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: Senior Organic Social Media Manager
Location: Working from home and at least two days per week at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we work alongside partners and communities to help realise children's rights and build a better world for every child. We are committed to an inclusive workplace where people feel valued, supported, and able to thrive – connected by shared values, a sense of purpose and a collective commitment to making childhood unstoppable.

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 achieve shared objectives

ABOUT THE ROLE

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

You will manage the 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 representing the team in relevant cross-organisational working groups and meetings, providing strategic and creative insight, recommendations and advice on how best to use Organic Social to reach and engage audiences and achieve objectives.

You'll have a strong understanding of Organic Social Media, including experience of risk management and mitigation in the social space, alongside a strong awareness of how audiences use channels. Working collaboratively with the Organic Social Media Officer, you will support the monitoring and reporting of Organic Social channels, using performance and audience insight to inform recommendations and improve future activity.

Humanitarian emergency response can involve exposure to sensitive and distressing content. We recognise the impact this can have on colleagues and are committed to supporting their wellbeing, with appropriate support and guidance available.

What we will expect you to achieve

- Develop, curate and deliver a varied and compelling Organic Social Media calendar throughout the year, balancing organisational priorities, audience needs and reactive opportunities while meeting strategic objectives and upholding UNICEF UK's brand, image guidelines and values.
- Implement UNICEF UK's Organic Social channel strategies across owned channels, helping to achieve public fundraising, advocacy, brand awareness and campaign objectives while upholding the reputation of UNICEF UK's brand.
- Keep up to date with platform developments, audience behaviours, social trends and emerging formats, identifying opportunities to strengthen UNICEF UK's Organic Social content and channel delivery.
- Collaborate with team members and representatives from other Communications teams to test evolving Organic Social trends, formats and approaches relevant to our brand, audiences and objectives.
- Lead regular Organic Social reporting, working with colleagues to analyse channel and content performance, identify learnings and recommend adaptations to improve delivery against strategic objectives.
- Represent Organic Social in relevant cross-organisational working groups and project teams, providing strategic and creative recommendations for priority activity and campaigns. Provide colleagues with advice and insight on social media best practice, owned and partner channels, accessibility and how to communicate effectively with mass audiences.
- Review requests for Organic Social support from colleagues across the organisation and provide recommendations and direction based on audience relevance, objectives, team priorities and likely impact, escalating competing priorities where appropriate.
- Take responsibility for day-to-day and forward content planning across UNICEF UK's owned social media channels, working collaboratively with colleagues to ensure activity is effectively planned, briefed and delivered.
- Be part of the team's out-of-hours Emergency on-call rota. This will occasionally include evenings, bank holidays and weekend work so that UNICEF UK can respond promptly to humanitarian emergencies and crisis communications. Support senior colleagues with continuity of Organic Social delivery as required.
- 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 an audience and supporter-centred approach to Organic Social, using insight into audience needs and behaviours to develop content that strengthens people's relationship with UNICEF UK while achieving campaign and organisational objectives.

Creating and innovating

- Approaches problem-solving creatively; brings ideas from outside to help achieve our vision; challenges established processes; demonstrates flexibility and adaptability when 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 objectives are achieved and deadlines met.
- Responds flexibly to unforeseen events such as emergency responses to ensure effectiveness is not compromised.
- Evaluates work, learns from results and adjusts approaches 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.
- Provides clear, constructive advice and recommendations to colleagues and is confident challenging approaches where appropriate.

Positive relationships

- Nurtures professional relationships with colleagues at all levels and with external contacts and partners to support the achievement of objectives.
- Works collaboratively with colleagues across the Organic Social team, sharing expertise and providing constructive feedback while respecting clear areas of accountability and ownership.

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 involving crisis communications, risk and mitigation and/or emergency response protocols.
- Experience of providing strategic and creative recommendations to stakeholders and applying judgement to competing priorities and requests.

SPECIFIC KNOWLEDGE AND SKILLS

- Extensive knowledge of social channels, with substantial experience in managing Organic Social delivery across TikTok, Instagram, Facebook and YouTube, with a strong understanding of how to optimise these channels to achieve organisational objectives.
- Considerable experience producing, writing and editing content for social media channels to support organisational 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 knowledge of how to utilise audience insight to deliver maximum impact across channels.
- Strong understanding of the importance of brand reputation and how organisational actions and content may be perceived by the public.
- Considerable knowledge of 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.