**Job Profile**

Job Title: Senior Social Media Manager - Organic

Directorate: Marketing, Fundraising and Communications

Reports To: Head of Digital

Matrix Reporting To: Head of Media

Disclosure Check Level: None

Date created/last reviewed: October 2024

**Overall Role Purpose**

The Senior Social Media Manager helps people with sight loss to live the life they choose by developing and executing content strategies, managing the brand’s presence and driving organic growth and drive engagement across our social media platforms. As part of our overall responsibility to effectively attract and retain customers, increase brand recognition and maintain customer satisfaction and loyalty, developing the growth and performance of key platforms.

Working collaboratively across Guide Dogs to create and maintain a charity-wide organic social media plan, and ensuring our platforms are managed and optimised effectively. Ensuring that organic social media activity is aligned with paid, shared and earned activity and sequenced effectively to maximise awareness, and engagement response rates are supported to meet Guide Dogs’ organisational strategy. Managing and developing a team of platform managers, ensuring an effective and continuous plan of improvement across all existing and potential digital channels to help meet the organisational wide strategic objectives across our brand, fundraising, volunteering and service delivery objectives.

**Key Responsibilities**

* In conjunction with digital communications and digital marketing colleagues across the organisation, develop and manage the Guide Dogs organic social media strategy, and lead the delivery of organic social reach and engagement across the organisation.
* Create and manage content calendars to ensure consistent and engaging presence.
* Identify trends and opportunities specific to each platform to keep the brand at the forefront of social media marketing.
* Oversee the production and publication of organic posts, stories, reels, and videos.
* Ensure all content adheres to brand guidelines and platform-specific best practices.
* Ensure that an objective-led and data-driven approach is followed, monitor results and deliver continuous improvement. Ensure management buy-in as well as integration across the wider marketing mix to ensure consistency, growth and effectiveness utilising platform performance metrics to assess effectiveness and inform future strategies.
* Identify, communicate and present potential opportunities working closely with digital communication colleagues in the earned and shared space. Ensure reasonable recommendations are put into practise, being a key champion to prioritise and maximise social media activity.
* Lead, develop and grow the in-house Guide Dogs Social Media team. Coach, develop and line manage the team to ensure Guide Dogs has a best in class, commercial and results driven, passionate team of professional digital marketers, retaining talent.
* Develop and deliver Guide Dogs channel strategies and plan, to become one of the top performing charities across priority channels including Facebook, Twitter, Instagram, LinkedIn, TikTok, YouTube including growth and engagement opportunities. Ensure a co-ordinated approach to avoid cannibalisation and drive ROI.
* Manage relevant agencies to ensure that financial investments drive long term results. Analyse and report against social media KPI metrics in line with strategy, realign and reposition as needed in response to objective and data driven results.
* Optimize post copy, hashtags, and visuals for maximum organic reach and engagement
* Optimise opportunities across our organic platforms ensuring community management is optimised to meet both customer needs and enhance platform performance.
* Track key metrics such as reach, engagement rates, and follower growth
* Generate regular reports on organic channel performance and present insights to stakeholders
* Use data insights to refine content strategy and improve results
* Work with comms teams on crisis and reputation management develop and execute crisis communication strategies as needed, managing negative comments or backlash on social media.
* Champion integrative campaign planning and delivery across marketing directorate and wider organisation, particularly with digital marketing, comms, influencer and creative teams to ensure we maximise all channels and deliver a consistent brand message & proposition across the marketing mix.
* Work with the other digital and communication teams to ensure owned, earned, shared and paid activities integrate.
* Work with FMDI colleagues and teams to ensure consistency and relevancy across organic social media platforms. Provide strategic and creative insights on how to best achieve results using organic social media
* Trend monitoring stay up to date with social media trends, algorithm change and emerging platforms to keep Guide Dogs relevant.

**Breadth/Scope of Accountability**

**People Accountability**

Number of Direct Reports: 2

Number of Indirect Reports: 0

Number of Volunteers Supervised: 0

**Financial Accountability**

Annual Income Accountability: 0

Assets Managed: Paid social media channels

Budget Accountability: £800,000

**Application of this Job Profile**

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

**Working at Guide Dogs**

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

**Person Specification**

**Education/Qualifications**

**Essential**

* Degree or equivalent in Marketing / Digital Marketing or equivalent experience (QCF level 6 / SQCF levels 9-10).
* 3-5 years of experience managing organic social media channels.
* Strong understanding of social media algorithms and best practices.

**Desirable**

* Proficiency in social media management tools and analytics platforms.
* Experience with content creation tools (e.g., photo editing, video production).
* Knowledge of SEO principles as they apply to social media.

 **Job-Related Experience**

**Essential**

* Experience of Social Media Management in other organisations, either client or agency-side, engaging, leading and managing key internal stakeholders
* Experience of working with owned, earned and shared activities, either client or agency-side.
* Hands on experience managing at least two social media platforms with specific knowledge around organic, owned strategies.
* Experience of agency management and managing at least 6-figure budgets

**Knowledge**

**Essential**

* Sound knowledge across all Social Media functions and channels, with specialist knowledge of growth strategies around owned channels and techniques
* Understanding of strategic use of social media, and hands-on experience of at least three social channels

**Skills and Competencies**

**Essential**

* Exceptional planning and organisational skills, able to multitask mixing planned work alongside reactive demands.
* The roles requires a mix of creative, analytical, and interpersonal skills.
* Excellent communication skills, comfortable and confident communicating with and across a broad range of people both internal and external, online and in person.
* Creative mindset with ability to generate engaging content ideas
* Data-driven approach to decision-making
* Adaptable to rapidly changing trends and platform updates
* Detail-oriented with strong organizational skills
* Passionate about social media and digital content creation
* Adept at balancing creative content creation with data-driven strategy.
* A deep understanding of various social media platforms and be able to tailor organic content strategies accordingly.

**Behaviours**

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

**Safeguarding**

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

**Mobility**

A flexible approach with a willingness to work outside of core hours and away from home when required.

**Job Group (internal use only)**

This role has been evaluated as a Lead Professional, please [follow this link](https://guidedogs.sharepoint.com/%3Aw%3A/g/EVFk992JMPxKme5qkpDNIwcBg6ZhGdfXjIp14xBSvLQcxw?e=85pNB2) to view the salary band.

## **End of document.**