

# Senior Social Media and Stories Manager (Band 8a)

Recruitment Profile - This is a summary of the Job Description and Person Specification

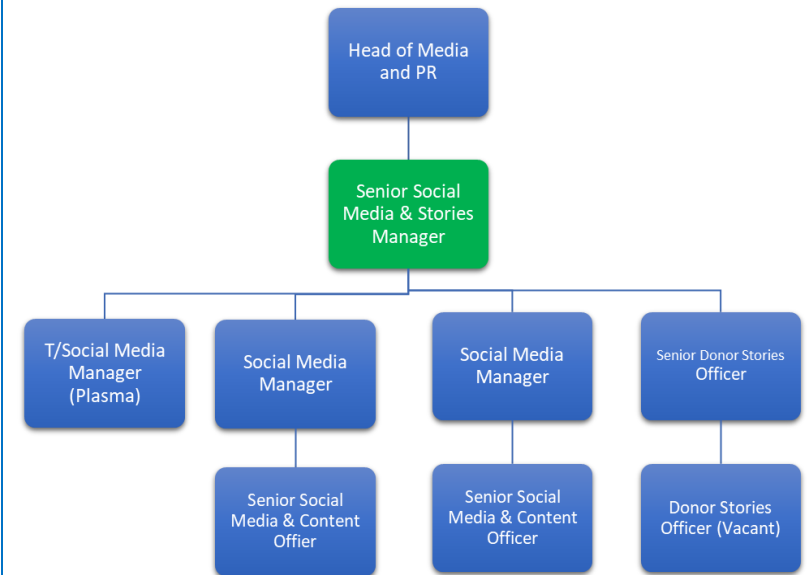
## About the Role

In this role you will be accountable for leading the development of robust integrated social media strategies that drive engagement and advocacy across platforms and target audiences whilst staying true to NHS Blood & Transplant values. Your responsibilities will include:

- Developing and delivering NHS Blood & Transplant strategic social media and stories plan and budget holder across campaigns and channels.
- Leading the development of robust integrated social media strategies that drive engagement and advocacy across platforms and target audiences whilst staying true to NHS Blood & Transplant values.
- Managing NHS Blood & Transplants existing key social media platforms such as LinkedIn, Facebook, Instagram, and X (formally known as Twitter), as well as seek out and develop new and emerging platforms that can help grow our donor base and brand.
- Supporting our directorates to ensure that social media plans are effectively integrated into brand marketing and paid media efforts.
- Line managing and developing a team of social media and stories specialists.
- Liaising with members of the Communications Directorate and internal teams to ensure the alignment of internal and external messages in the implementation of marketing and communications activity and materials produced.

You will be required to travel and spend time away from base, which will involve working irregular hours and overnight stays when required, with prior notice

## Organisation Structure



## About Us

Our **Core Purpose** is to save and improve lives while demonstrating our values every step of the way

Our **Vision** is a world where every patient receives the donation they need

Our **Core Values** are: **Caring** about our donors, their families, our staff and the patients we serve; Being **Expert** in meeting the needs of our external and internal customers and partners; Providing **Quality** products, services and experiences for donors, staff and patients

**About You** - This section details the personal attributes we require for this role. You will need to demonstrate these throughout the recruitment process

### Behaviours and Values

- **Communicating** – Friendly and approachable, able to relate to staff, donors and patients from all backgrounds, promoting NHSBT positively
- **Collaborating** – Know the importance of your own behaviour and body language when communicating and working with others
- **Leading** – Professional in matters of confidentiality, security, integrity, honesty, performance, attendance and appearance
- **Customer focused** – Demonstrate and promote high standards of quality customer care to both internal and external customers
- **Performing** – Able to use and act on feedback from others on your performance and behaviour to increase your own self awareness
- **Innovating** – Consider, suggest and be open to alternative ways of working to make continuous improvements

### Skills and Abilities

- Be highly articulate and credible, consistently influencing and delivering inspiring, engaging, and meaningful information regarding future direction
- Build collaborative relationships and solve issues by engaging the right people at the right time
- Lead the team, accepting responsibility for achievement of business objectives and creating a shared sense of ownership for service delivery
- Engage widely with customers to seek input into setting strategic objectives and identifying new ideas and improved ways of working
- Demonstrate strong leadership, influence, and accountability for the achievement of results
- Recognise when change is required and demonstrate personal ownership for pursuing, communicating and implementing the change, whilst minimising the motivational impact on others

### Experience and Knowledge

- Significant experience at both strategic and operational level in a marketing related role
- Proven track record demonstrating exceptional knowledge and understanding of the Social Media landscape
- Solid understanding of social media reputational risk management, data protection and policy updates
- Leadership and management experience
- Experience of working with Information Technology using Microsoft Office packages (Word, Excel and PowerPoint)

### Qualifications and Training

- Educated to Masters level, preferably in marketing or business management **OR** significant relevant experience to Masters level
- Demonstrates commitment to own continued professional development (CPD)
- Possess a valid driving licence allowing the holder to drive in the UK.