

# Social Media Officer (Band 5)

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

## About the Role

In this role you will be a champion of our social media audiences, ensuring that the editorial agenda serves both organisational and audience needs. Your responsibilities will include:

- Maintaining a content strategy for social media to support further promotion of our brand and values and spread messaging about our lifesaving work.
- Continuing to grow our social media channels, increasing engagement with our key audiences, and helping to secure our donor base for the future.
- Developing and managing digital communications tools and campaigns.
- Developing and delivering intelligent, well-researched, audience-focused social media content (e.g. text, images, video infographics and headlines), ensuring all content is accurate, up to date and effectively leveraged on all platforms.

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 three core principles are critical to our service, guiding everything we do and inspiring us to be the best.*

- We **care** about our donors, their families, the patients we serve, and our people.
- We are **expert** at meeting the needs of those who use our service and those who operate it.
- We provide **quality** products, services and experiences for donors, patients, and colleagues.

**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

- Communicate succinctly, clearly and accurately in plain simple English, both verbally and in writing
- Be an effective team member who is able to relate to colleagues at all levels across our large multi-site organisation with tact and diplomacy
- Motivate others, promoting a clear sense of purpose and a positive attitude to work with individuals and teams
- Follow given instructions and ensure the services you provide are in line with standard processes and good practice, showing attention to detail
- Organise and prioritise own workload and where required workload of others, taking responsibility for delivering results within agreed timescales and standards within an environment of changing priorities and pressures
- Use initiative to look out for issues at work, acting quickly and calmly to focus on finding a solution

### Experience and Knowledge

- Experience of working in a social media role, preferably in a large organisation or as part of an agency
- Experience of working on social media channels on behalf of an organisation
- Knowledge of coordination of social media editorial calendars and creating engaging content
- Experience of identifying, researching, producing and editing social media content and adhering to a consistent tone of voice across social platforms
- Experience of working with social media page management software and tools e.g. Hootsuite, Sprout Social etc.
- Experience of working with Information Technology using Microsoft Office packages (Word, Excel and PowerPoint)

### Qualifications and Training

- Degree or equivalent relevant experience in digital, communications, journalism, public relations or related field
- Specialist knowledge in the digital field - internal or external courses in digital communications
- Demonstrates commitment to own continued professional development (CPD)