

JOB DESCRIPTION

JOB ROLE: Social Media and Digital Content Officer

JOB PURPOSE:

To plan, create, and deliver high-quality, engaging social media and digital content that supports the Marine Biological Association's (MBA) research, Membership support, fundraising, and events. This role is key to building the MBA's digital presence in line with our brand, values and strategic goals.

ACCOUNTABILITY

Reporting to: Senior Communications Officer

Essential experience/skills/qualifications:

- Further education qualifications in a relevant subject
- A creative, proactive, and adaptable communicator with a flair for digital storytelling
- A socially confident, outgoing and engaging team player, able to motivate others, build strong internal and external relationships and welcome visitors to the MBA
- Experience managing social media platforms in a professional capacity, including LinkedIn, Facebook, Instagram, Bluesky, and YouTube
- Demonstrable ability to produce compelling video and audio content with measurable impact on reach and engagement
- Strong photography skills and an eye for selecting effective imagery
- Excellent writing and editing skills, with the ability to craft engaging content
- An up-to-date knowledge of social media trends, analytics and audience engagement techniques
- Experience using social media scheduling and monitoring tools, analytics platforms, and design applications (e.g., Canva, Adobe Creative Suite).
- Strong project management and organisational skills, with the ability to manage multiple priorities and deadlines
- Confidence in delivering talks, workshops or digital training sessions

Desirable experience/skills/qualifications:

- Experience working in a charity or non-profit environment.
- A good understanding of marine science and the ability to communicate scientific research to a variety of audiences
- Experience of working in a fundraising, campaigning or supporter engagement context and an understanding of the unique opportunities this brings
- Full driving license

Key responsibilities and skills

- Develop and implement a social media plan to increase reach, visibility, and engagement across all platforms
- Plan and produce platform-appropriate content (including short-form video, audio, graphics, photography, and written copy) that communicates the breadth of the MBA's work and engages diverse audiences
- Daily horizon scanning across all active social media platforms and international news
- Schedule and manage day-to-day activity across social media channels using appropriate scheduling and monitoring tools
- Monitor social trends, platform algorithm changes, and best practices to ensure MBA content remains current and effective
- Collaborate with colleagues to source and shape compelling stories that highlight the MBA's work across marine science, Membership, policy, and outreach
- Lead the creation of video and audio content, both independently and to a brief, ensuring visual storytelling aligns with MBA branding and campaign goals
- Use web-based analytics and reporting tools to evaluate content performance and recommend improvements
- Support paid and organic digital campaigns that drive Membership, fundraising, event promotion, and public engagement
- Ensure all content adheres to legal, ethical and regulatory standards (e.g., consent for images, advertising guidelines, GDPR)
- Provide guidance and occasional training for staff on using social media in a professional capacity to ensure social media standards and policy are adhered to
- Represent the MBA positively and confidently online and in-person when required
- Adaptable and supportive to the needs of the team including travel and ability to work unsociable hours when required
- Undertake any additional duties as may reasonably be required and are within the scope and capabilities of the post holder, in support of the organisation's objectives.