

JOB DESCRIPTION

JOB ROLE: Social Media and Marketing Officer

JOB HOLDER: tbc

JOB PURPOSE: Be responsible for planning and executing social media to support research, membership, fundraising and events promotion in line with our MBA brand.

ACCOUNTABILITY:



Essential experience/skills/qualifications:

- Degree, or equivalent professional experience or training in a digital related discipline, particularly social media
- Managing social media platforms in a professional context (Facebook, Twitter, Instagram, YouTube and LinkedIn)
- Creating engaging and motivating content that has a demonstrable impact on reach and engagement
- Strong editing and writing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques
- Using web-based analytics and available applications for analysis and reporting
- Using a range of digital tools to plan, manage and analyse content as well as to edit video
- Experience of delivering cohesive, compelling and effective social media, paid and digital campaigns

Desirable experience/skills/qualifications:

- Filming and editing skills, with the ability to produce short films from footage taken from smartphones
- Ability to write compelling business cases for entry into new platforms across social media and digital platforms to meet team and organisational objectives linked with social media and digital marketing campaigns
- Excellent organisational skills with the ability to plan and manage a variety of projects and activities to tight deadlines
- High level of writing skills with excellent grammar and accuracy
- Ability to change tone of voice across different social media platforms

- Ability to select appropriate imagery according to campaign requirements
- Strong organisational, planning and time management skills
- Strong IT skills
- Use of digital tools such as Adobe and Canva
- Demanding of high standards and at ease with demanding people
- Comprehensive understanding of marine science and how to deliver and communicate science to a wide variety of audiences
- Highly effective and organised, in both the physical and digital worlds

Key responsibilities and skills

- Deliver on the social media strategy to increase and monitor our reach and engagement
- Daily Horizon Scanning across all active social media platforms.
- Use scheduling platform to schedule social media content
- Plan and create engaging, appropriate content across the channels
- Work with colleagues to adapt and use all types of written and visual work into strong content, adapted per platform and referred media type for each channel and aligned with channel algorithms and nuances
- Create video and audio content which is aligned with social media strategy, always remaining platform appropriate
- Use digital tools such as Adobe and Canva to create digital content
- Ensure staff promoting the MBA on personal social media accounts adhere to social media standards
- Proactively educate self on social media trends, tools, algorithm changes and new social opportunities (such as entry into new platforms)
- Ensure that all digital activity is compliant with current legislation (including media consents and advertising regulations)
- Research and develop ways to recruit new campaign opportunities
- Undertake adhoc tasks identified as being within the job holders capabilities