

Job Description



POST TITLE	Social Media Officer
ACCOUNTABLE TO	Head of Public Advocacy
HOURS	Full-time 37.5 hours per week Monday – Friday Occasional weekend & evening work.
LOCATION	London
SALARY	£20k - £22k (depending on experience)
ANNUAL LEAVE	20 days plus bank holidays
PROBATION	3 months

Position overview and accountability

As a social media and content officer, you'll manage the organisation's online social media presence, repurposing existing content as well as developing new content as required. The role will also be a point of contact for our supporters and will require positive engagement and customer service. This role will report to the Head of Public Advocacy who will provide support and direction. You will also be working closely with our digital marketing and campaigns team.

Interfaces

The role will engage with the following areas of CAGE's work:

- Research
- Casework
- Media
- Outreach
- Digital Marketing
- Campaigns
- International

You will be able to seamlessly work within a team, manage multiple outputs and have the creative skill to plan, produce and publish engaging content online. You will have entry level videography and photo editing skills to deliver on this role.

Main Responsibilities

Social Media

- Draft and design engaging text, image and video content for all social media (FB, Instagram, Twitter, TikTok, Telegram and YouTube)
- Develop and execute social media strategies for CAGE campaigns
- Regularly update platforms of CAGE's upcoming work and highlights.
- Manage and facilitate social media communities by on-boarding, responding and developing discussions to keep individuals engaged.
- Interact with community members, supporters and donors in a professional, personable, and timely manner to grow and keep the community engaged.
- Identify and engage key social media influencers to drive CAGE's message.
- Collaborate with other teams to ensure relevant work is disseminated on all platforms.

- Facilitate commissioning and outsourcing of campaign and event graphics per request.
- Issue CAGE's weekly newsletter to our email subscribers.
- Track and provide reports on social media analytics, new opportunities and which of our targets have been achieved.
- Being responsible for keeping up to date on new developments on social media and to utilise them accordingly.

Necessary skills

- Good command of English.
- Ability to create engaging posts unassisted.
- Ability to use graphic design and video editing software/websites to a standard that will enable you to deliver your responsibilities. (e.g. CapCut, Canva)
- Ability to write engaging content, repurpose reports for social media audiences and summarise longer pieces for social media.
- Ability to deliver work unsupervised.

Desirable skills

- Videography and photography experience.
- Video editing experience.
- Graphic design experience.
- Successful management of social media platforms or campaigns.

KPIs

The success of this role will be measured by the following KPIs:

- Increase storytelling by sharing around 2-4 case stories from our casework team a month.
- Daily moderation of online conversations on our social media platforms.
- Celebrate CAGE's success on social media at least once a month.
- Deliver on growth and engagement targets for each social media platform.
- Curate one engaging Instagram story and reel a week.
- Issue CAGE's weekly email newsletter.
- Produce one new piece of content every other day.
- Develop a social media strategy for CAGE projects/campaigns.
- Mark key dates and anniversaries.
- Implement and ensure CAGE brand guidelines are applied across social media platforms.