

Social Media and Digital Community Manager (Grade H)

Job purpose:

Expand the organisation's reach and impact with relevant, tailored, consistent and compelling communications delivered across social media and digital forums, with the goal of improving solicitor's awareness, engagement and satisfaction with our work.

Key Accountabilities:

- Work alongside the Membership Communications Lead to create and deliver effective channel strategies for each of our social media platforms, ensuring that we expand our reach and deliver relevant and engaging communications that are aligned with audience insight and strategic priorities.
- Plan, create and deliver audience-centric social media campaigns and day-to-day activity to engage with a range of different audiences.
- Work with different teams across the business to build their understanding of what impactful social content and messages look like (written and visual), and produce engaging content yourself.
- Working with the Membership Engagement & Services Team to develop a growth strategy for Connect, our online digital community / forum, and work with different teams to build their understanding and experience in effective engagement and moderation.
- Manage the social media planning process and ensure alignment with wider strategic priorities.
- Develop our approach to using member data to target different audiences and, where appropriate, the use of paid advertising.
- Manage agency relationships and the budget for paid social media spend.
- Review and update corporate policies and best practice in relation to social media.
- Line manage direct report(s), providing support and guidance around best practice and proactively managing development and performance.
- Develop an effective and consistent approach for using social media ambassadors and spokespeople to expand our reach and impact across our main social channels.
- Deliver training and share best practice to colleagues across the business, including senior stakeholders.
- Monitor emerging trends and take the lead on social media analytics, demonstrating the performance of our work and identifying areas for improvement.

Knowledge, skills and experience

Essential

Education

- Educated to degree level or be able to demonstrate experience of substantial work in a similar role

Professional experience

- Strong planning skills and ability to manage effective social media campaigns that deliver meaningful results
- Ability to create impactful social media content that engages a large, segmented professional audience
- Experience of managing social media channels incl. awareness of best practices, techniques and platforms
- Experience of paid social including building audiences.
- Excellent communication skills, including the ability to write clearly and effectively
- Wide ranging awareness of relevant best practice and industry trends
- Experience of line management.
- Proven ability to build/enhance own digital marketing skills and skills within the team.
- Experience of working with digital marketing agencies and specialists.

Personal skills

- Highly collaborative with ability to work closely with colleagues at all levels across the business

Desirable

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- Previous experience of working in a similar role at a membership, trade or regulatory body
- Knowledge of the legal profession
- Understanding/experience of digital transformation
- Membership of professional bodies, such as Chartered Institute of Public Relations or Chartered Institute of Marketing
- Experience of using Adobe design software such as Photoshop

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| <ul style="list-style-type: none">• Self-motivated, flexible, proactive and positive attitude• Ability to respond well to change and adapt to changing circumstances• Strong organisational skills including the ability to multi-task and manage competing priorities. | |
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