

## Social Media Manager Role Description

working on behalf of Speak Their Name CIC

We are a start-up organisation helping people in the UK who are bereaved by suicide. There are more than 6,000 people who take their own lives in the UK each year. These individuals are not defined by their deaths; but the manner in which they die does leave an especially devastating impact. Our focus is to provide a place where family and friends can express their love and care through the images, words and video of lives shared. They are our primary audience.

We are a small but dedicated team. As our Social Media Manager, we expect that you will be able to:

- design and deliver creative and engaging social media strategies
- manage the day-to-day handling of our social media channels, initially Facebook and Instagram, but others as time and resources allow
- oversee, plan and deliver content across different platforms using appropriate scheduling tools, adapting output to suit both channels and audiences
- create a social media content calendar to help plan what we will publish when, and who will be responsible for generating it
- help create and/or coordinate original and engaging multimedia content
- manage and facilitate social media communities by responding to social media posts and developing discussions, always being mindful of the particular sensitivity that our audiences will usually bring to the engagement
- optimise content to further encourage community interaction and participation
- monitor, track, analyse and report on the performance of our social media presence using tools such as Google Analytics and Facebook Insights
- help determine benchmarks including, for example, engagement rate, amplification rate, virality rate, and reach
- undertake audience research, including surveys from time-to-time, so as to recommend improvements to our social media presence/performance and, critically, expand our reach
- engage in 'social listening' – help us understand what others are doing differently and better
- research and evaluate the latest tools and techniques in order to find new and better ways of measuring our social media activity
- educate other colleagues on the use of social media, and promote its use across the team
- conduct a social media audit annually: what's working and what's not, and how our social media presence compares to that of similar organisations
- encourage collaboration

Barely a quarter of people who take their own lives (in the UK) have been in touch with a mental health professional in the year before they died. It is ordinary folk – Mums, Dads, Brothers, Sisters, Family, Friends and Colleagues – who can act in time to save a life. These are the people that, as our Social Media Manager, you can also help us reach.