



Position: Social Media & Communications Coordinator - 15 hours per week

Duration: one year fixed term contract (subject to review)

Salary: £21,000pa pro-rata

Reporting to: Project & Communications Manager

Social Media Coordinator Job Responsibilities:

You will be responsible for creating social media contents, all publicity materials, videos, graphics and the day-to-day management of Women Connect First charity's social media properties as well as content for WCF website demonstrating all the projects, activities and work of WCF charity. Your passion for social media as a communications tool will result in the adoption and implementation of social media best practices across all our social media and communication channels.

You will be an active participant in data collection and analysis in order to consistently improve the company's social media and communication practices over time.

Your duties will include:

- Developing social media content plans that are consistent with the charity's brand identity. Creating consistent, meaningful content on all social media platforms, website, including writing and editing social media posts, improving beneficiary & funders engagement, and promoting the ethos, projects, activities and all the work of WCF charity.
- Execute a results-driven social media and communications strategy.
- Develop and curate engaging content for WCF social media platforms, website and all other communication needs.
- Assist in the creation and editing of written, video, and photo content.
- Maintain unified brand voice across different social media channels, website and all other communication.
- Collaborate with project teams to create social media and publicity content.
- Monitor social media channels for latest local, and national news from public and third sector.
- Interact with users and respond to social media messages, inquiries, and comments in line with organisational priorities and communication strategy.
- Review analytics and create reports on key metrics.
- Assist in the development and management of social media marketing and influencer marketing strategy.
- Suggesting recommendations to adjust the social media marketing strategy for optimal results.
- Staying up to date on best practices and emerging trends in social media.
- Performing other duties when needed.

Work Hours: 15 hours per week flexible working including evenings and weekends as needed. You are expected to be working from home as well as office on a weekly to execute job roles in accordance with Covid regulations.

Reporting to: Communications Manager

Social Media Coordinator Qualifications / Skills:

- Proficiency with video and photo editing tools, digital media formats
- Knowledge and experience of working in communications field
- Relevant training, skills or qualifications in social media, marketing or communications
- Passion for social media, marketing and communications and proficiency with major social media platforms and social media management tools
- Excellent social listening skills
- Ability to understand historical, current, and future trends in the digital content and social media space
- Strong copywriting and copy editing skills
- Oral and verbal communication skills
- Time management skills with the ability to multitask
- Detail-oriented approach with ability to work under pressure to meet deadlines
- Understanding of Black and Minority Ethnic Communities