Job title: Digital Content & Social Manager

**Responsible to:** Head of Digital

**Accountable to:** Marketing Director

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**Our Values**

## Fulfilling Lives is our core purpose

## Every one of us makes a difference is the belief that drives us

## Caring, Passionate and Teamwork are the values that underpin everything we do

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## Job Summary

This role is responsible for managing the creation, delivery and maintenance of content across digital platforms and social media channels.

Working closely with the creative and customer experience team, this role will primarily support the operational marketing, PR, communications and brand teams in supporting care home marketing campaigns.

Working across internal marketing, recruitment and care home teams, this role is responsible for developing and aligning social media content strategy in order to drive greater brand awareness as an employer, and care provider of choice, across all our social media pages.

### Key Responsibilities

* Upholding the quality and structure of content across the Care UK web presence with a customer centric focus on clarity, usability and usefulness
* Managing the briefing, scheduling and implementation process for website content and news article updates via the Content Management System (CMS). Ensuring updates are implemented on time and adhering to brand and tone of voice guidelines
* Working with the marketing team to ensure all service specific content is up-to-date and presented to high quality and consistent level across the website
* In partnership with the PR and Communications teams, plan and schedule the content output across Residential Care Services (RCS) brand social platforms. Sourcing or briefing design assets where required
* Working in partnership with the recruitment team, develop recruitment awareness campaigns across social media, highlighting Care UK as an employer of choice
* Working in partnership with the digital marketing agency, supporting the delivery of the website content strategy
* Competently tailor content (copy or creative) appropriately for different platform and channel use
* Monitor and report social platform engagement for both marketing and recruitment team in building effective data dashboards and monthly reporting
* Support the marketing and recruitment teams in the briefing of audio visual content (video, audio, photography), ensuring all content formats are defined for appropriate use on the final platform and/or channel
* Develop strong relationships with internal and external stakeholders, notably specialist delivery teams within marketing (design, insight, digital), agency support teams and local operational teams
* With the support of relevant heads of department, seek, present and develop opportunities for improved content delivery for the good of the consumer and the presentation of the product and/or brand
* As requested, undertake other ad hoc activity under the management of head of digital marketing or other senior members of the marketing or recruitment teams.

**Safeguarding of Vulnerable Adults / Mental Capacity Act**

To complete training on Safeguarding of Vulnerable Adults and the Mental Capacity Act and be able to understand and implement SVA and MHA policies and procedures taking responsibility for reporting any safeguarding concerns to the senior person on duty or on-call RD

### Health and Safety

As an employee of Care UK, the post holder has a duty under the Health and Safety at Work Act 1974, to:

* Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.
* Co-operate with their employer to ensure compliance with Health and Safety legislation and the Health and Safety policies and procedures of the organisation, not intentionally or recklessly interfere with, or misuse, anything provided in the interests of health, safety, or welfare, in pursuance of any of the relevant statutory provisions.
* To ensure that adequate measures are taken to protect the health and safety of all staff including the maintenance and upkeep of a safe environment.

**Data Protection**

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act and the company’s ISO27001 accreditation.  This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.

* This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.
* This job description is subject to regular review and appropriate modification.

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| **Criteria** | **Essential** | **Desirable** |
| Qualifications | * Graduate or equivalent by professional qualification
 | * Professional qualifications relating to content writing or image editing
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| Experience | * Solid digital marketing experience
* Experience of implementing cross department briefing and content planning processes
* Proven and demonstrable experience in planning and executing social media content strategy
* Experience in successfully delivering social media plans that have grown audience engagement
* Experience in successfully building social and content plans to re-purpose brand campaigns for digital channels
* Extensive experience successfully managing Content Management Systems (CMS)
* Successfully managed content planning and activation processes across multiple platforms, managing input from across internal teams and external third parties
* Strong understanding of scheduling and publishing on Facebook, Twitter, LinkedIn, and emerging social networks
* Project management capabilities
 | * Knowledge of health and social
* Experience measuring and reporting on the social media ROI
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| **Technical Skills** | * Strong understanding of CMS and social media tools
* Good understanding of digital marketing channels, including social, display and video and how they fit within the overall marketing strategy
* Successful in writing and editing content appropriate for a range of digital channels
* Excellent understanding of website UX and able to articulate the benefits of this to digital content performance
* Good understanding and appreciation of SEO in the relation to written content performance
* Strong analytical and numeracy skills
 | * Able to absorb, analyse and draw insight from data to articulate (and improve) marketing ROI
* Good working knowledge of analytical tools such as Google Analytics
* Good understanding of audience demographic profiling
* Good understanding of the UK social media environment and growing trends
* Basic HTML and CSS knowledge
* Social media content management platform (i.e Sprout Social or Hootsuite)
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| **Personal Qualities** | * Self-motivated, flexible and enthusiastic approach to work
* Strong written and verbal communication skills with exceptional eye for detail
* Exceptionally strong project management and organisational skills
* Ability to stay calm under pressure whilst managing challenging workloads
* Comfortable with working autonomously and driving development
* Demonstrable successful to influence others and foster cross team collaboration
* Ability to build strong personal relationships with internal and external stakeholders
* Passionate about digital content, the social space and emerging trends
* Able to engage sensitively with customers who may be in a challenging or emotional situation
* Desire to learn and develop
* Excellent sense of initiative and problem solving skills
* Professional in approach
* Ability to work both independently and effectively as part of a team
* Ability to think creatively and innovatively to produce and brief digital content
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