



Job Description:	<ul style="list-style-type: none"> • Social Media Coordinator 	Grade D10	FE19
Responsible To:	<ul style="list-style-type: none"> • Communications and Marketing Manager 		
Liaise With:	<ul style="list-style-type: none"> • All departments as required • All other staff and volunteers • Representatives from the media • Visitors and supporters • External suppliers 		
<p>Context: Bransby Horses was founded in 1968 by Peter Hunt, his lifelong passion for horse welfare continues as the charity works hard to be flexible in its approach to meet the growing demands on horse welfare charities.</p> <p>As we continue to rely entirely on voluntary income, predominantly derived from long term relationships with our supporters, we need to ensure we communicate with them, and potential, supporters, in a way that garners trust, belief in and understanding of the work we do to help equines, and the educational and public benefit work we undertake.</p> <p>Good quality, targeted communications, PR and marketing consistent with our culture and brand, is an essential part of getting this message across.</p>			
<p>Main Purpose of the Job: The Social Media Coordinator is responsible for the charity’s social media output and reports into the Communications and Marketing Manager. The role will develop and deliver relevant and engaging social media activity effectively and efficiently, in line with the social media strategy. You will work with internal teams and external partners to source and develop content, so you should be confident liaising with stakeholders at all levels.</p>			
<p>Summary of Main Duties:</p> <ul style="list-style-type: none"> • Deliver our social media objectives to increase our following, manage engagement and raise awareness by managing the social media calendar, reprioritizing posts to ensure breaking news and updates are posted in a timely manner and supporting the broader objectives of the charity by working closely with colleagues across departments to ensure the communication of Bransby Horses activities, both within the charity and externally; includes increasing recruitment, profile raising and building the reputation of the charity. • Contribute to the development and delivery of the charity’s internal and external communication strategies, working with the Comms and Marketing team to incorporate social media in relevant campaigns and monitoring online opportunities and risks, and maximize opportunities through the creation of multi-format content such as web and audio. • Create engaging digital content in line with the social media strategy, working with internal stakeholders and the Graphic Design Lead to maximize overall exposure for the 			

charity through social media; includes audio, video and graphics.

- Copy write and manage the distribution of information to internal and external audiences in an appropriate way to avoid negative impact on the charity's reputation; use the appropriate style, tone of voice and key messages in communications to help promote the charity's profile internally and externally.
- Contribute significantly to lead generation and conversion through social media and manage our ads accounts for Facebook, Instagram, Twitter, LinkedIn and YouTube to schedule monthly paid adverts – create and schedule campaign content using SproutSocial, Canva and WordPress.
- Maintenance and development of social media networks - including monitoring and proactively handling visitor/supporter enquiries coming through social media on a daily basis - ensuring that communications are managed in a timely and professional manner, in addition to re-sharing stories we are tagged in where appropriate, and thanking those who tagged us.
- Build rapport with identified influencers to approach about sharing our content in the future; includes regularly engaging with their content and encouraging them to do the same.
- Work with the Fundraising team to maximize donations via Facebook and Instagram, providing support when required to social media fundraisers.
- Effectively analyse and report on social media content, ad performance and use on a weekly, monthly and campaign basis.
- Keep up-to-date with the latest social media trends and algorithm changes, identifying relevant and realistic opportunities for the charity to get involved in; ensure best practice and guidelines are adhered to and are updated as required.
- Working with the Comms and Marketing team, develop social media Community Standards as a guidance for followers of our social networks and assisting the Marketing Team in other areas as needed.

General duties applicable to all staff

- At all times to safeguard, protect and promote the reputation of the charity.
- To promote Bransby Horses and its work to all visitors and members of the public and ensure an efficient service in line with the Bransby Behaviours.
- Deal with confidential and sensitive information appropriately following Data Protection and GDPR procedures at all times.
- Read, understand and observe the requirements of Health and Safety Policy and Procedure at all time.
- Ensure that any advice or guidance provided is in line with the Bransby Horses professional advice and guidelines.

This is not an exhaustive list of all of the duties that may need to be undertaken. It may be necessary to undertake other duties in order to fulfil the objectives of the charity.

Person Specification	Requirements
Education & Qualifications	<ul style="list-style-type: none"> • A minimum of 3 A' Levels or equivalent (English desirable) • Educated to degree level in an appropriate subject (desirable)
Experience &	<ul style="list-style-type: none"> • 1-3 years working in social media marketing and

Knowledge	<p>communications with experience and knowledge of:</p> <ul style="list-style-type: none"> ○ Social media management, preferably within a charity setting ○ Social media PPC and ads management ○ Building and executing social media campaigns ○ Creating engaging content and graphics for a range of communication channels ○ Experience with social media management tools e.g. Hootsuite, Sprout or similar ○ Collating and analysing campaign data and creating reports for different audiences ○ Providing customer service in a professional and timely manner ○ Generating publicity through social media (desirable) ○ Producing and delivering successful B2C marketing campaigns (desirable)
Skills & Competencies	<ul style="list-style-type: none"> ● Excellent copywriting and editing, grammar and spelling ● Proofreading ● Excellent interpersonal skills and the ability to work cooperatively with others in a team-oriented work environment ● Analytical skills and ability to interpret digital insights to improve content and strategy (experience of Google Analytics would be an advantage) ● Intermediate Excel skills ● Canva – desirable ● WordPress – desirable ● Video editing software e.g. Camtasia – desirable ● Adobe Cloud apps – desirable ● Passion for keeping up to speed with charity communications trends ● Interest in the latest social media trends and algorithm changes ● Flair for creating engaging graphics, newsletters, blogs and videos ● Highly organised and adept at working to tight deadlines ● Have a keen attention to detail ● Be able to communicate clearly and effectively (written and verbal) ● Confident to request information from and provide information to all colleagues ● Show initiative when dealing with problems and put forward suggestions for solutions ● Positive, can-do attitude ● Able to promote a professional image of the charity at all times.
Other	<ul style="list-style-type: none"> ● Ability to work flexible hours including weekends, evenings and Bank Holidays as required ● Able to travel across site(s)