

SOCIAL MEDIA MAESTRO AKA SOCIAL MEDIA MANAGER

SALARY

£33,000 – £37,000

DIRECTORATE

Growth

HOURS

What even is time? How's **37.5 hours per week** though, cool?

CONTRACT TYPE

Permanent

DEADLINE

We reserve right to close recruitment asap

LOCATION

Our castle on the hill (in the park)
Wakefield, West Yorkshire

ABOUT US *Should read this stuff - might land you the job if you know it well enough*

Penny Appeal was set up in 2009 to provide poverty relief across Asia, the Middle East and Africa by offering water solutions, organising mass feedings, supporting orphan care, and providing emergency aid. We've come a long way since then and have grown tremendously in the past 12 years!

We've transformed lives and empowered communities, helping to break the poverty cycle and build brighter futures. Over the past few years, our work has expanded, and our teams have grown considerably, allowing us to launch new campaigns and work in even more crisis-hit countries. As well as strengthening communities in over 30 countries around the world, we also make it a priority to support vulnerable people here in the UK, too.

Each of our projects are carefully designed to be accessible and effective. They are a wonderful blend of emergency support, short-term relief, and longer-term sustainable solutions. Our way of approaching relief means that we can save lives immediately, improve situations in the coming days and transform communities for years to come.

At Penny Appeal, people are at the heart of everything we do. Every one of our projects are tailor-made to meet the needs of those we support and benefit as many people in need as possible, in ways that cost our generous donors just a little bit of loose change each day.

Vision *Big Picture*

Transform small change into big difference for those who need us most.

Mission *Painting the big picture*

Inspired by the universal values of the Islamic faith, Penny Appeal's mission is to serve all those in need at home and abroad.

Strategic Aims *Within 5 years*

1. Best in class Muslim Charity
2. Sunday Times top 100 businesses to work for
3. Most recognisable Muslim charity in the world
4. Raise over £100 million per annum for good

Key Facts

We are a British Muslim led charity

Our HQ is in Wakefield, West Yorkshire. We have approximately 160 staff based in the UK, with many more across the world

UK staff have been working from home for last 18 months, but we are instigating a move back a brand new office in early 2022, coupled with a new flexible working policy

Please read our latest Annual Report [here](#).

ABOUT YOU

For us, it's not just what we do, it's how we do it. Our values are important to us and we're looking for people who will live and breathe them.

THE ROLE *Could this be you?*

Do you want to make a BIG difference in the world? Are you passionate about social media and its ability to change lives for the better? If so, we want you!

As Social Media Manager, you'll be responsible for the charity's social media feeds (Facebook, Instagram, Twitter, LinkedIn, TikTok) and for driving our social media strategy. You'll work closely with our Marketing & Communications department to create engaging content that builds loyalty and community among our donor base, through sharing inspiring stories of our global projects with the wider public. If you're excited about using your skills to make a real impact in the world, we want to hear from you!

This is a dynamic role that would suit a highly efficient social media manager with 3 – 5 years' experience. As the successful candidate, you'll have a positive attitude, and be able to provide people with hope and inspiration even when difficult things are happening in the world. You'll be self-driven and proactive, with the ability to approach challenges with a solutions-focused attitude. You'll have a passion for creative problem-solving, and for coming up with new and innovative ways to market the charity, we like thinking outside the box! You'll be able to connect with people from all walks of life, building trust and confidence among our donor base while understanding their wants and needs. You'll be organised and detail-orientated, and able to keep track of (and shout about!) many different charity projects and appeals happening around the world.

This role is based at our main office which is located in Wakefield. The role is a permanent contract with a six-month probationary period. This role reports directly to the Director of Marketing and Communications.

Key areas:

- Devise and oversee the delivery of our social media strategy and plan, ensuring what we do here supports the delivery of our organisational strategy
- Manage our social media output on a day-to-day basis
- Manage all social media activities focusing on TikTok, Instagram, Twitter, Facebook, Flickr, LinkedIn, YouTube, and others as appropriate
- Expand the reach of social media activities, e.g. tweeting, sharing, engaging, liking, and increasing social reach
- Source and develop content to be used across social media channels using the appropriate tone-of-voice
- Promote the positive value that the charity has on the people and communities we work with to supporters, donors, volunteers, trusts and staff
- Promote the charity's challenges and events across social media channels
- Monitor trends in Social Media tools, applications, channels, design, and strategy.
- Analyse the success of activities, translating anecdotal or qualitative data into recommendations and plans for revising the social media activities
- Conduct competitive analysis studies of the social media campaigns carried out by other charities
- Develop KPIs, reporting mechanisms and other creative ways to share progress to senior colleagues, including the Director of Marketing & Communications and the Senior Director of Growth.
- Develop, maintain, and leverage a deep understanding of the Muslim-led charity sector, its influencers on social media and how our target audience engage with social channels.
- Deploy your breadth and depth of knowledge across all platforms and channels to take advantage of the latest updates to social algorithms.
- Deliver strong growth in engagement, community expansion and share of voice across key platforms.
- Nurture and inspire community within our donor base and channels.
- Collaborate with the E-Commerce team to build seamless campaigns connecting web, organic and paid activity.
- Review market data to ensure on-the-pulse and reactive social media strategy.
- Produce video and photo content for social media purposes.

KEY REQUIREMENTS

EXPERIENCE

- Established background in social media marketing & community management, preferably in the third sector
- Experience of staff management and development to accomplish departmental and individual productivity and quality goals (desirable)

QUALIFICATIONS

- Degree level education, ideally Marketing / Business Studies or related degree (desirable)
- Chartered Institute of Marketing (CIM) or equivalent

SKILLS AND KNOWLEDGE

- A social media background, with experience across all social platforms
- Highly proficient in Microsoft software suite
- An deep understanding of social media shifts and advocacy trends
- Confident in managing multiple content schedules simultaneously
- Advanced knowledge of how to optimise organic social campaigns
- An deep understanding of paid social campaigns, delivering high ROI
- Proven ability to cultivate online communities
- Create strategies to further reach and positive brand association
- People person, can build relationships quickly inside and outside the business
- Proven commercial sensitivity
- Ability to work in a fast-paced environment, and thrive under pressure
- Confident, articulate, and timely communicator with impeccable grammar
- Capable of building strong relationships and collaboration with key stakeholders, internally and externally
- Excellent communication skills (written and verbal)
- Proven ability to create multiple social media strategies
- Proven ability to design and execute multiple content calendars
- Excellent analytical skills and excellent attention to detail
- Organised and process driven
- Able to multi-task and work to deadlines
- Creative approach to problem solving and demonstrate initiative to drive efficiencies
- Infectious, 'can do' approach, even when working under pressure
- As happy working as part of a team as working on projects alone
- In-depth knowledge of video creation and optimisation
- Excellent copywriting skills
- Ability to know one's limitations and when to ask for support

ADDITIONAL INFORMATION

Safeguarding

We are an organisation that takes safeguarding very seriously. All staff will be expected to adhere to our policies, processes, and approach.

Applying

Please send a statement (of no more than 2 sides of A4, font size 11) clearly outlining how you match our requirements, as well as a two-page CV outlining your professional, volunteering experience, education/qualifications and any other relevant information to jobs@pennyappeal.org. Please state the job title in the email title.

Deadline

We are running a rolling a recruitment, so reserve the right to close the post at any point. Please don't delay in getting your application in to us!