

# SOCIAL MEDIA MANAGER

## SALARY

£33,000 – £37,000

## DIRECTORATE

Marketing

## HOURS

Full time (*would consider 80% FTE*)

Due to the nature of social media, out of hours work may be required from to time.

## CONTRACT TYPE

Permanent

## DEADLINE

We reserve right to close recruitment asap

## LOCATION

Wakefield, West Yorkshire  
*with flexible working policy in place*

## ABOUT US

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 11 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 point 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

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

### Mission

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

We have big ambitions and are looking for a talented Social Media Manager to help us achieve them. We are seeking creative thinking, bold ideas, exceptional people skills, and an eye for analytics. Someone who isn't afraid of hard work, who shares our values and who wants to be part of something extraordinary. Someone who can lead a team and help us tell the world about the great work that we do: from how we provide lifesaving medical interventions in Syria, help feed Rohingya refugees in Bangladesh, and provide emergency responses from bush fires in Australia to cyclones in Sub-Saharan Africa.

The Marketing Department is undergoing big investment with several new roles being recruited. We need someone who will help this small but growing team get to the next level, so ultimately the charity can grow and have an even greater impact on the world.

#### Key areas:

Devising and overseeing the delivery of our social media strategy and plan, ensuring what we do here supports the delivery of our organizational strategy

Manage our social media output on a day to day basis, including overseeing the work of the Social Media Officer, including:

- Manage all social media marketing activities focusing on 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 and wider Exec Team.

### EXPERIENCE

#### REQUIRED

- Required
- Level 4 qualification or equivalent experience
- Two years experience in a social media management role
- Line management experience
- Understanding of contemporary social media trends, tools and approaches
- Able to multi-task and prioritise workload
- Superb writing skills
- Confidence working online and in the digital environment
- Attention to detail
- Team player and positive attitude when working with others
- Adaptable and flexible in working style
- Problem solver
- Welcomes diversity

#### DESIRABLE

- Marketing, communications, social media qualification
- Knowledge of Islamic financial matters (Zakat, Wakf, Qurbani etc.)
- International development, and/or writing for an organisation which fundraises

### 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](mailto: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!