

Job Description: Social Media Specialist (Part time)

Employer: United Christian Broadcasters Limited

Reporting to: Head of Public Relations

Location: Office in Hanchurch, Stoke on Trent ST4 8RY or home working with regular visits to UCB office. However, you may be required to travel to other parts of the country as part of your normal duties as directed by management from time to time.

Hours: Part time, 30 hours per week, 9.30am – 4.00pm, with some flexibility required

Main Purpose of Job

To plan, develop, run and grow UCB's social media accounts, which currently include Facebook, Twitter and Instagram. To be responsible for the production of campaigns that are consistent with Christian standards; ensuring that any relevant biblical references have been correctly interpreted and applied.

To reach new supporters and encourage supportive online communities to engage, use UCB's services and donate. Activities will include liaising with other departments to support existing partnerships, promote UCB within supportive organisations and identify potential new partners.

To use various mediums to build, maintain and manage UCB's online reputation.

Duties and Key Responsibilities:

- Create and publish original, high quality daily social media content.
- Use a wide range of media within each campaign.
- Increase the frequency of online sharing, comments, giving and general engagement.
- Grow UCB's social media audience.
- Increase regular on- and offline Word for Today usage.
- Monitor all platforms and UCB related activities taking place on social media.
- Manage and respond to direct messages, comments and any other enquiries that comes in through social media. Track results.
- Monitor followers for inappropriate profile content (e.g. prostitution, terrorism etc.) and take the necessary action (e.g. reporting, blocking etc.)
- Monitor and periodically provide statistical and qualitative analysis.
- Create, implement and update social media plans which dovetail with UCB's wider campaigns and strategic goals.
- Educate wider employees in using social media within and outside of their work for UCB.
- Recruit and manage volunteers/supporters who want to support UCB through social media.
- Follow efficient approval processes for new plans and content.
- Maintain an advanced working knowledge of each platform in use.

- Play an active role in increasing website traffic, listener recruitment and fundraising.
- Deputise when the Head of Public Relations is unavailable.
- Maintain files and information in an orderly fashion and track the progress of social media related tasks.
- Work in accordance with health and safety regulations and good working practices.
- Such other duties that are within the scope of your skills and capabilities that may from time to time be reasonably required

Qualifications, Knowledge, Experience and Skills:

- Excellent writing skills with attention to accurate grammatical usage
- Working knowledge of social media post design and functionality
- Accurate proof reader with attention to detail with
- Full, clean driving licence
- First-hand experience of Christianity and evangelism
- Be familiar with the Bible and comfortable using its contents online
- Be able to demonstrate expertise, innovation and creativity beyond most other Christian charities
- Educated to degree level in a relevant subject i.e. Communications, Media, Public Relations, Marketing or ability to prove equivalent experience.
- A Level English grade A-C or equivalent desirable, GCSE English grade A-C or equivalent essential.
- GCSE Maths grade A-C or equivalent essential.
- Significant experience of working in a digital environment, in a social media, editorial, public relations, marketing or similar context
- Experience of editing and publishing images and/or video content online.
- The ability to handle multiple projects and competing priorities in a fast-changing environment.
- Experience in planning and implementing successful social media campaigns
- Social media activities in conjunction with voluntary groups and organisations
- Online fundraising
- Remain approachable and available during working hours through communication devices provided by UCB
- Maintain a clean, tidy appearance when visiting colleagues or meeting with external parties
- Assist in the development of improved processes
- Appropriately represent the charity
- Notify the Head of Public Relations of charity-related issues early, and where possible before external parties become informed
- Prioritise and manage workloads
- Remain focussed on outgoing material
- Understand UCB's wider plans and goals and help coordinate and facilitate their effective delivery

- Uphold UCB's integrity and maintain honest communications with the Head of Public Relations at all times
- Record and monitor social media promotional budgets and ROI
- Honour all non-disclosure/confidentiality agreements and obligations
- Develop own role to help optimise UCB and meet long-term objectives
- Help train and supervise new recruits, volunteers and temporary employees
- Help maintain a strong working team
- Formally record all expenses and submit them before the end of each month

Person specification

Essential

- The commitment to participate in daily prayer time in order to promote team unity
- To be an Ambassador of Christ and UCB delivering a distinctly Christian service to colleagues and supporters
- Be prepared to witness to the life changing message of Jesus and lead people to Christ as appropriate
- To develop ways of introducing UCBs story in a manner that is relevant and engaging
- A person with an expert knowledge of (and love of) Social Media and social networking channels
- Collaborative team player
- Willingness to be flexible
- Must have a positive 'can do' attitude

Dated: April 2019

This Job Description does not form part of your Contract of Employment