



Role title	Social Media Manager	Directorate	Marketing and External Affairs
Location	London	Accountable to	Deputy Director PR & Communications
Travel requirement	Occasional	Accountable for	Social Media Officer
DBS check	No	Core Role Anchor Level	Support

Hours	35	Grade	F	Salary	Circa £38,000 per annum (including £3,299 inner London weighting)
Contract type			Permanent		

Stroke Association. Rebuilding lives after stroke.

When stroke strikes, part of your brain shuts down. And so does a part of you. That's because a stroke happens in the brain, the control centre for who we are and what we can do. It happens every five minutes in the UK and changes lives instantly. Recovery is tough, but with the right specialist support and a ton of courage and determination, the brain can adapt. Our specialist support, research and campaigning are only possible with the courage and determination of the stroke community.

We believe everyone deserves to live the best life they can after stroke. And it's a team effort to get there.

We provide specialist support, fund critical research and campaign to make sure people affected by stroke get the very best care and support to rebuild their lives.

Every five minutes, stroke destroys lives. Help us rebuild them and join our team.

Directorate

The Marketing and External Affairs Directorate plays a vital role in delivering our strategy. We provide strategic leadership for engagement and stewardship of key audiences through an integrated, results orientated approach. Working alongside Fundraising, Research and Information and Services we deliver leadership and expertise in marketing, public affairs, PR, event management, communication, creative services and digital, to deliver the charity's vision.

Join us and help to achieve a world free of stroke.

Purpose of role

The Stroke Association is finalising a new strategy with three overarching goals: make stroke the priority it needs to be; ensure that everyone affected by stroke has access to the rehabilitation and lifelong support they need; partner with people and communities to help them take action on stroke.

The Social Media Manager is responsible for ownership of all of the Stroke Association's social media channels. Developing strategy across multiple platforms and individual channel/content plans. Working closely with the wider Marketing and External Affairs team, the Social Media Manager, will be responsible for the full integration and implementation of campaigns, reporting back on performance and success. This role will also take the lead in developing social media presences for key figures within the organisation, establishing them as well-followed thought-leaders within the sector.

Sitting within the PR and Comms team, the Senior Social Media Manager works proactively and reactively on campaigns across the UK, working with teams across the whole organisation to ensure a strong level of social coverage for our work and managing our reputation online.

The Social Media Manager will oversee the Social Media Officer, establishing objectives and KPIs for their report that will help the organisation in achieving its goals.

Key responsibilities of role

Responsibility areas	Performance Indicators	Key Competencies
Managing the Stroke Association's presence and reputation across social media channels.	<ul style="list-style-type: none"> • Development of social media strategy that will enhance presence and reputation, while minimising risk and attracting new supporters to the charity 	Leadership Communication and Collaboration
Conduct in-depth social media monitoring, including out of hours monitoring, identifying new connections and responding to any opportunities or reputational risks you may identify.	<ul style="list-style-type: none"> • Growth in audience figures across all channels through sourcing of additional opportunity • Contribution to the Stroke Association's Social FAQ documents. • Reports into potential crisis and safeguarding issues and managing responses on social channels 	Communication and Collaboration Change readiness Customer focus
Lead on campaigns from concept through to evaluation – attending development meetings and building social media plans which include challenging KPIs, ensuring full-integration with wider charity goals.	<ul style="list-style-type: none"> • Attend campaign planning and brainstorming sessions, ensuring social media is embedded into all campaigns. • Production of Campaign plan documents and ambitious KPIs • Evaluation reports details campaign success and challenges. • Presentations on results, finding and recommendations. • Delivery of campaigns in-line with KPIs 	Leadership Customer focus
Management of social media inbox, ensuring all tasks are processed, assigned and action in line with department SLA.	<ul style="list-style-type: none"> • Regular output of content on social media • Delivery of requests in line with social SLAs • Positive outcomes recorded from internal stakeholders 	Leadership Communication and Collaboration
Develop and maintain strong working relationships and partnerships with	<ul style="list-style-type: none"> • Contacts established and maintained, resulting in additional social media 	Communication and Collaboration Improvement and innovation

contacts at social media networks and agencies.	<p>opportunities</p> <ul style="list-style-type: none"> • Competitive benchmarking against industry competitors 	Leadership
Lead the compilation and delivery of monthly social media reports and regional updates. Providing regular updates on overall/campaign specific performance to key stakeholders.	<ul style="list-style-type: none"> • Robust evaluations produced reflecting performance against agreed KPIs in collaboration with key internal stakeholders including impact and outcomes • Monthly coverage reports • Monthly meetings with key stakeholders to provide social progress 	Improvement and innovation Customer focus
Lead on content creation, identifying interesting opportunities for additional content in line with content plans.	<ul style="list-style-type: none"> • Working independently and with key internal stakeholders to develop new social media content • Delivery of social media content in line with previous analytics and set against KPIs • Participation in brainstorming sessions to develop supplementary content for campaigns. 	Leadership Communication and Collaboration
Develop new social media training sessions and update existing presentations to ensure staff stay up to date on new developments. Deliver sessions to relevant colleagues who would benefit from training	<ul style="list-style-type: none"> • Key social media stakeholders trained • Offering additional support for any arising queries or issues. • Training programs developed • Evaluations attained. • Existing programs regularly updated and made available to all staff. 	Customer focus Leadership Business acumen
Provide on the ground social media support for organisation-wide-colleagues at key events	<ul style="list-style-type: none"> • Attend events and provide appropriate level of coverage. • Agreed coverage plans with key stakeholders • Delivery of coverage and content against 	Communication and Collaboration Customer focus

	key KPIs and plans.	
Provide social media support for national and regional Stroke Association channels	<ul style="list-style-type: none"> • Region/nation Social media activity evaluated and improved upon • Measuring and reporting region/nation engagement and impact. 	Customer focus Communication and Collaboration Improvement and innovation
Ensure personal development through attending internal and external training courses, seminars/webinars and networking events.	<ul style="list-style-type: none"> • Personal training record and regional event attendance record, managing and developing performance 	Improvement and Innovation

Compulsory responsibilities of role

To undertake any other duties commensurate with the purpose and remit of the post.

Responsibility areas	Performance Indicators	Key Competencies
Contribute to any project work as required.	<ul style="list-style-type: none"> • Deadlines met • Quality of work met • Encourages people to support the Stroke Association • Supports fundraising for the Stroke Association. 	Business Acumen Improvement and Innovation Communication and Collaboration Change readiness
Ensure that confidentiality is maintained at all times.	<ul style="list-style-type: none"> • Discrete and sensitive • Shares information appropriately, aware of Confidentiality Policy. 	Communication and Collaboration Business Acumen
Ensure that you manage and develop your own and your team's own performance.	<ul style="list-style-type: none"> • Performance and Development Reviews undertaken and completed • Mandatory training, gives and responds to feedback appropriately • Engages fully with P&DR process 	Leadership Improvement and Innovation

Follow the Stroke Association's policies and procedure.

- Familiar with competency framework including values, mission and vision, accessed and read the Staff Handbook and any relevant policies and procedures to your role.
- Willing to travel during the course of your duties with possible overnight stays away from home.

Change Readiness
Business Acumen

Person specification

Education	Essential/ Desirable
Good level of education with qualification passes in English and Maths	Essential
Willingness to undertake training and continuing professional development	Essential
A social media qualification from a well-respected organisation.	Desirable
Experience	
Two years-experience working in a social media role.	Essential
Experience of using Photoshop and Illustrator.	Essential
Understanding and experience of social media scheduling and listening tools	Essential
Experience of using technology and IT systems	Essential
Proven track record of delivering social media content that delivers results.	Essential
Demonstrable knowledge of social media and changing trends.	Essential
A proven track record of producing robust and integrated social media campaign evaluations	Essential
Experience of working with people with disabilities and volunteers	Essential
Experience of managing, recruiting and developing people	Essential
Skills and abilities	
Ability to identify new developments in social media and find ways of implementing them into	Essential

our own output.	
Ability to communicate effectively, be it face to face, in writing, by email, on by phone/ conference call.	Essential
Ability to write to a high standard under pressure, as well as excellent proofreading/editing skills	Essential
Ability to manage own time effectively and productively	Essential
Leadership skills and the ability to grow, lead, mentor, manage and develop individuals and teams	Essential
Ability to work thoroughly and accurately, and with attention to detail, translating complex medical and research into compelling and engaging messages	Essential
Excellent interpersonal skills with the ability to work across multiple departments, interacting sensitively and successfully with a diverse range of employees, case studies volunteers and stakeholders.	Essential
Excellent interpersonal skills with the ability to interact successfully with a diverse range of employees, volunteers and stakeholders, including journalists	Essential
Ability to juggle a wide range of different assignments at the same time, to react quickly, to meet deadlines, to organise a busy workload and to prioritise tasks	Essential
Other requirements	
Ability to demonstrate an understanding and commitment to our corporate values	Essential
To be committed to the principles of equal opportunities and diversity	Essential

Flexible approach to working hours, with the ability to travel with occasional overnight stay	Essential
An enthusiastic and motivated self-starter who is determined to achieve challenging targets in a fast moving environment	Essential
To have an understanding of stroke and its effects, or ability to learn	Desirable
An understanding of the current news agenda and its relevance to people affected by stroke, staff and supporters of Stroke Association	Desirable
An understanding of how celebrities fit into charitable media work and how to maximise publicity of their support	Desirable

This information will be used as part of the shortlisting process.