

## Job Description

<b>Job Title</b>	Senior Social Media Specialist	<b>Grade</b>	2
<b>Department</b>	Communications and External Affairs	<b>Reports</b>	0
<b>Reports to</b>	Content Marketing Manager		

### Our Values

The role holder will be expected to operate in line with our company values of:

- Progressive
- Warm
- Excellent
- Thoughtful

Values are the principles that drive our behaviours. They are organisation-wide and should be adopted by everyone. Behaviours provide a consistent standard we can all expect inside the organisation from one another, and towards our members and stakeholders.

### Main Purpose of the Role

The main purpose of this role is to oversee APM's social media presence by developing and executing strategies that promote the brand, engage with new and existing audiences, and achieve marketing goals across various social media platforms. This role involves creating and curating content, managing posts, responding to followers, analysing engagement data, and adapting strategies to optimise performance. This role acts as the bridge between our brand and our social community, aiming to build and maintain a positive brand image, foster community engagement, and drive marketing efforts that support broader business objectives. Through their expertise in social media trends, tools, and analytics, this role plays a crucial role in enhancing the visibility and influence of APM in the digital space.

### Dimensions & limits

Role includes allocation of a dedicated social media budget, with autonomy to manage and spend budget as required to achieve objectives. Scope includes autonomy to manage a social media calendar creating and posting content to social media channels. This role oversees all social media activity and delivery, working as a consultant for the business to maximise delivery of social posts, supporting wider business initiatives. The holder of this role also supports with customer service and relationship management where necessary.

For other changes, this role can make recommendations but needs approval from line manager.

### Key Relationships

#### Internal

- Communications, Marketing, Volunteering and Education Engagement, Events, Research, Service Innovation

#### External

- Social media platforms, various software/SaaS suppliers, media agencies, creative agencies, influencers and the APM volunteer community

## Career Development

We are a learning organisation and want our employees to learn and grow during their time with us. There are many ways in which they can do this:

- Personal development days offer an opportunity to attend interactive bite sized training events
- Our fantastic knowledge share calendar of events enables colleagues to share their knowledge with each other as well as access to a coach or mentor to help employees to navigate their chosen career paths
- Shadowing in other departments is a popular way to learn about the roles and challenges across the different functions

### Key responsibilities / accountabilities

#### ***Social media delivery and optimisation***

- Create the business's annual social media strategy, laying out goals for future use of social media and tactical steps for achieving them
- Lead on organic BAU activity – implement strategy by creating, coordinating and scheduling activity across appropriate social media channels to build engagement, increase brand awareness and support business goals. Curate and share relevant content from other sources as well as our own. Work with other APM teams to ensure we have a consistent tone of voice and visual identity within each social channel
- Work with influencers to broaden APM's reach and sphere of influence among desired audiences
- Implement and develop paid social media strategies for APM social media channels
  - Monitor paid social media analytics and point out key areas of importance in accordance with objectives and business goals.
- Monitor, analyse and report on the performance of social media platforms, including sharing emerging best practice and data-based recommendations to colleagues
- Work with external media agency to optimise paid performance across all accounts.
- Manage listening tool, defining focus areas, taking learnings and insight back into the business and into content creation and dissemination to optimise channels performance.
- Stay updated on the latest features and trends on APM social media channels; LinkedIn, Facebook, Twitter, Instagram, YouTube and TikTok

#### ***Content creation***

- Create content including banners, graphics and video using tools such as Adobe CC suite that consistent with established guidelines.
- Write compelling and concise copy tailored to audience and platform, maintaining a consistent brand voice and messaging across all channels.
- Work with content producers both internal and external to APM, to source photography or graphics and advising on layout to optimise the deliverable ensuring it achieves the desired result, adapting to channel and audience.

## Key responsibilities / accountabilities

- Monitor APM's wider social community to ensure adherence to established guidelines and take appropriate action where deviation occurs
- Manage and deliver a calendar of LinkedIn lives, working with internal and external SMEs. Support teams with on the day support.
- Create a monthly LinkedIn newsletter, curating top performing content and news to share with wider profession.

### **Community management**

- Create and maintain guidelines and policies for APM staff and volunteers on correct use of social media for work
- Monitor and moderate APM's core corporate accounts and respond to potentially negative or damaging comments
- Monitor and moderate APM's volunteer-run accounts and respond to any breach of volunteer guidelines
- Promote active and positive discussion across all accounts – either through direct posting, replying or providing coaching to volunteer account administrators.

### **Capability development**

- Provide digital capability building opportunities (e.g. training and development in social media content creation, planning, videography and graphic design) for staff and external stakeholders across APM.

### **Projects and events**

- Lead or participate in other projects as required, representing social media and providing user-focused digital expertise
- Support in strategically promoting APM flagship events on social media. Develop a comprehensive social media plan for the event, coordinate with campaigns and oversee content creation to ensure timely, on-brand, and high-quality content is posted across multiple platforms.
- Manage the logistics of engagement-enhancing features at events such as a social media wall and photobooth to increase attendee interaction.

## Key Performance Measures

- Social media strategy reviewed/updated 6 monthly
- Social media KPIs achieve annually, as determined by the strategy this includes: engagements, impressions, follower numbers
- Support product marketing team with content delivery across social channels to support engagement journeys
- Adherence to brand guidelines and visual identity
- Raise any concerns around social media policy breaches to Content Marketing Manager and if necessary Head of Marketing
- Number and nature of additional projects involved in

## Key responsibilities / accountabilities

- Adhere to budget and ensure ROI as pre agreed by strategy and campaign

## Person Specification – Senior Social Media Specialist

Attributes	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level in a relevant discipline (e.g. marketing, communications or public relations)</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 5 or more years' experience of working in a social media specific role, preferably in a commercial environment</li> <li>• Strategy creation</li> <li>• Experience in using analytical tools</li> <li>• Experience of working on digital projects</li> <li>• Experience of managing social media across multiple platforms</li> <li>• Ability to build effective relationships</li> <li>• Experience of creating data-led reports</li> <li>• Experience of creating and managing paid ads across multiple social media channels</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of CRM</li> <li>• Experience of website content management systems</li> <li>• Experience of delivering training to colleagues in the use of social media</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Working knowledge of digital marketing principles and techniques</li> <li>• Digital content creation</li> <li>• Budget management</li> </ul>	<ul style="list-style-type: none"> <li>• Search engine optimisation</li> <li>• Appreciation of the work of a professional body</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Effective PC skills including Word, Excel, PowerPoint</li> <li>• Ability to produce clear written documentation</li> <li>• Ability to build effective business relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Image editing or graphic design skills such as Adobe Photoshop, Illustrator and InDesign</li> <li>• Experience of creating and editing video</li> </ul>

	<ul style="list-style-type: none"> <li>• Well-developed presentation skills</li> <li>• Excellent communication skills – written and verbal</li> <li>• Well-developed teamwork skills</li> <li>• Excellent organisational skills</li> </ul>	
<p><b>Behaviour / competency</b></p>	<ul style="list-style-type: none"> <li>• Analytical thinking</li> <li>• Communication skills</li> <li>• Decisiveness</li> <li>• Initiative and proactivity</li> <li>• Relationship building</li> <li>• Results oriented</li> <li>• Technical and professional expertise</li> </ul>	