



The Sophie Lancaster Foundation

Role Profile

Role title:	Social Media & Marketing Officer Full time position - 35 hours per week
Reports to:	Chief Executive
Role purpose:	To undertake all social media and marketing activities in order to raise awareness of the Sophie Lancaster Foundation, grow audiences and generate income. To act as a gatekeeper of the brand, safeguarding the integrity of the Foundation's message and style
Location:	Based at SLF Haslingden office with frequent travel to events nationally, sometimes requiring overnight stays
Salary:	£25,000 per annum
Contract:	One year contract with the potential to be made permanent
Holidays:	25 days annual leave entitlement per year

Accountabilities

1. To strategically build and maintain the Foundation's presence across multiple social media channels, engaging with users promptly and growing followers.
2. To monitor the Foundation's social media accounts and respond to messages out of core working 9-5pm hours (flexible working/time in lieu arrangements in place).
3. To grow a substantial TikTok audience.
4. To manage the Foundation's established website, creating engaging content to drive traffic - ensuring it is up to date and refreshed regularly.
5. To use performance metrics to assess and report across all platforms and channels to inform development to reach new and increased audiences.
6. To undertake marketing initiatives and campaigns to raise awareness, increase bookings and generate income.
7. To champion alternative subcultures within our communities and contribute to projects and activities that tell Sophie's story and challenge prejudice, intolerance and hate.
8. To represent the Foundation at events and activities to raise awareness of our work and increase support.
9. To attend weekend festivals and events (involving overnight stays), transporting staff and merchandise.
10. To respond in a timely and professional way to phone calls, emails and correspondence to engage with audiences and deliver high quality services.

Role Requirements

Knowledge, Experience and Skills

Knowledge

Essential:

1. In-depth knowledge of IT platforms, software and applications, including Microsoft 365.
2. Experience of creating professional content (including copy, photographs and video) for all social media channels, including Facebook, Instagram, X, TikTok, YouTube and LinkedIn.
3. Excellent writing, copy-editing and proofreading skills, with an eye for detail and a strong command of the English language.
4. Understanding of current trends on social media platforms and the best techniques to grow followers and maximise views and engagements.
5. Experience with social media reporting tools.
6. Appreciation of website development tools and techniques and understanding of best practise in website development.
7. Thorough understanding of marketing techniques including traditional and digital marketing.
8. Appreciation of issues relating to branding and corporate identity.
9. Good working knowledge of general administrative systems and processes.

Desirable:

1. Knowledge of WordPress, Canva, desk top publishing or editing software.
2. Experience of managing multi layered digital marketing campaigns.

Experience

Essential:

1. Proven experience as a social media professional.
2. Considerable experience of managing multiple social media channels.
3. Experience in managing websites and maximising SEO opportunities.
4. Experience in writing accurate, compelling copy and resources, tailoring messages for audiences and platforms.
5. Demonstrable experience in marketing data analytics and tools.

Desirable:

1. Experience and knowledge of print buying, publishing and editing.
2. Experience of creating impactful design ideas for use in promotional merchandising.

Skills – Job Competences:

Essential:

1. Can-do attitude; this role demands someone who looks for opportunities to improve standards and outputs, supports the team at all times and understands the privilege of sharing Sophie's story.
2. High degree of IT literacy with proficiency in Microsoft 365, web development tools and social media platforms.
3. Ability to build and maintain a brand's presence across multiple social media channels.
4. Tenacious approach to income generation and an understanding of the importance of delivering marketing outcomes not outputs.
5. Ability to measure and improve digital marketing outcomes through key performance metrics.
6. Excellent written and verbal communication skills.
7. High standard of accuracy with excellent attention to detail.
8. Excellent organisational skills with the ability to meet deadlines and prioritise a varied workload.
9. Dynamic approach with the ability to work on own initiative and as part of a team.
10. Passion and creativity to advocate for the Foundation.
11. Ability to interact positively with others, using sensitivity and diplomacy.
12. Flexible and adaptable approach to work.
13. Access to own transport, clean driving licence and willingness to drive the company vehicle to events UK wide.

Safeguarding

In the process of recruitment, selection and appointment, The Sophie Lancaster Foundation implement actions including criminal record checks to ensure children and vulnerable people are safeguarded and abuse is prevented.

Successful candidates will require an Enhanced DBS Check.