

Job Description

Online and Social Media Officer

1.0 Job Purpose

As an Online and Social Media Officer within our charity, your role is pivotal in representing our brands online and through digital means. Your primary responsibility is to uphold an engaging and impactful presence on social media, online and across the organisation, bringing your digital skills to effectively promote our fundraising activity and enhance the performance of our campaigns. By engaging with various stakeholders and utilising creative marketing techniques, you play a crucial role in generating income for our three brands: Saint Michael's Hospice, Herriot Hospice Homecare and Just 'B'.

This role will suit someone with proven experience in social media and digital marketing strategy, with strong digital and design skills including hands-on content creation and email/newsletter campaigns.

2.0 Key Tasks

1. Develop and deliver social media and digital marketing workplans to support fundraising campaigns, retail activity, and organisational messaging, ensuring alignment with overall goals and objectives.
2. Create engaging, high-quality digital content (graphics, video, photography, copy) tailored to different platforms and audiences, supporting fundraising campaigns, events, and key organisational messages.
3. Manage and grow the charity's social media channels, proactively engaging with supporters, responding to queries, and building online community relationships.
4. Plan and schedule social media campaigns, from concept to completion, monitoring performance and adapting content to maximise engagement and reach.
5. Support the development and delivery of compelling donor communications, appeals and stewardship campaigns across email, web and social media.
6. Work closely with retail colleagues, regularly visiting retail spaces and attending events to maximise online visibility through targeted campaigns and digital content.
7. Collaborate with the wider Fundraising and Marketing team to ensure brand consistency, clear messaging, and co-ordination across all online and offline channels, providing support where needed.
8. Conduct analysis of digital and social media performance, tracking key metrics and making recommendations to improve efficiency.

9. Identify and share real-life supporter and service-user stories, in line with ethical guidelines and values, to create meaningful, impactful digital content.
10. Capture and edit content (static and video) for use across social media, websites, and advertising channels.
11. Ensure tone of voice, branding and messaging are consistently applied in all digital content.

Operational

- Manage day-to-day social media activity across multiple platforms, ensuring regular, engaging and brand-aligned content.
- Produce and distribute digital content for fundraising events, campaigns, newsletters and website updates.
- Liaise with internal teams to gather content, and work with external suppliers where needed, to ensure timely delivery of digital outputs.
- Monitor, evaluate and report on social media and digital marketing activities, using insights to adapt and strengthen future activity.
- Support online advertising activity, including paid social media campaigns and influencer activity, from planning and targeting through to monitoring and reporting performance.

Strategic

- Contribute to the development of long-term digital and social media strategies that strengthen awareness of our brands and generate income.
- Identify opportunities for innovation in digital communications and supporter engagement, keeping up-to-date with emerging trends and best practice.
- Work closely with the Fundraising, Marketing and Communications Manager and Heads of Income Generation to ensure digital marketing activity supports wider organisational objectives.

Financial

- Support the planning and monitoring of digital and social media budgets, ensuring cost-effective use of resources.
- Track spend on online campaigns and report on budget adherence to the Fundraising, Marketing and Communications Manager.

Regulatory

- Ensure compliance with relevant regulations and guidelines in all marketing and communications activities, particularly in relation to fundraising regulations.
- Provide support to colleagues to help maintain consistent and compliant digital communications.

- Ensure that all campaigns, content, and material meet brand guidelines, legal requirements, and ethical best practices, and provide support to encourage other teams to meet such guidelines.

Management

- Coordinate with volunteers and external agencies to support marketing campaigns and events.
- Provide guidance and support to colleagues involved in fundraising and retail activities.
- Offer advice and guidance to colleagues using social media or digital channels for fundraising and retail promotion.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Key results/objectives/measures of success

KR1: Drive Digital Engagement and Strengthen Brand Presence

- SM1:** Demonstrates consistent growth in online engagement and followers across all key platforms.
- SM2:** Builds positive and responsive relationships with online audiences, reflecting the organisation's compassionate and professional tone.
- SM3:** Maintains an active, timely and creative presence across all channels, aligned with brand values.
- SM4:** Increases visibility of fundraising, retail and service messages through engaging social content.
- SM5:** Regularly identifies and implements emerging trends or tools that enhance reach and engagement, staying up-to-date with industry news and events.

KR2: Deliver High-Quality Content and Campaigns

- SM1:** Produces high-quality, visually engaging and accurate content that reflects the tone and values of Saint Michael's Hospice, Herriot Hospice and Just 'B'.
- SM2:** Works proactively to plan and schedule content in advance, ensuring channels are consistently active.
- SM3:** Demonstrates creativity in the development of new impactful content ideas.
- SM4:** Collaborates with colleagues to ensure content supports wider organisational priorities and campaigns.

KR3: Support Fundraising and Retail Campaign Objectives

- SM1:** Contributes to the success of fundraising and retail campaigns through strong digital support and storytelling.
- SM2:** Creates digital materials that help generate awareness and participation in fundraising and retail activity.
- SM3:** Provides timely and effective support for campaign launches, events and appeals.

SM4: Demonstrates an understanding of how digital content can help drive income generation and supporter engagement.

KR4: Monitor, Evaluate and Continuously Improve Digital Activity

SM1: Regularly monitors and reports on social media and digital activity, sharing useful insights with the team.

SM2: Demonstrates an understanding of digital analytics and uses insights to inform creative and strategic decisions.

SM3: Actively seeks opportunities to test new ideas and approaches to improve digital performance.

SM4: Maintains high standards of accuracy, compliance and professionalism in all online activity.

SM5: Takes responsibility for own learning and development in digital trends and best practice.

KR5: Foster Collaboration and Internal Communication

SM1: Works collaboratively with colleagues across Fundraising, Retail and other teams across the organisation to ensure a joined-up approach to communications.

SM2: Builds strong relationships internally, sharing digital expertise and offering practical support where needed.

SM3: Communicates clearly and effectively with colleagues about planned campaigns and activity.

SM4: Supports the team in visual and tonal consistency, and clear messaging across all channels.

SM5: Demonstrates a proactive, solutions-focused approach to team priorities and changing demands.

Overarching responsibilities

- To embed the values of the organisation into your working practices evidencing this regularly and ensuring this remains a priority.
- To live out our values, which drive all that we do, in the context of your everyday work following our behaviour framework.
- To work in accordance, and fully comply, with our organisational policies and procedures.
- To carry out all duties in accordance with the law, regulations, organisational frameworks, recognised professional guidelines and the have a commitment to FREDIE, integration and collective decision making.

The above is indicative of the current responsibilities of the post which may change from time to time in consultation with the post holder in line with the service need.

Throughout your time with us we will conduct ongoing employment checks and performance reviews relevant to your role, for example professional registration checks, DBS, appraisals, and regular contact meetings.

3.0 Terms and Conditions

Reports to: Fundraising, Marketing and Communications Manager

Responsible for: No management responsibilities

Hours: 37.5 hours

Location: Hybrid travelling to North Yorkshire Hospice Care sites

4.0 Person Specification

What is required?	Is it essential or desirable? <i>Essential = E</i> <i>Desirable = D</i>	How is it assessed? <i>Application = A</i> <i>Interview = I</i> <i>Task/Assessment = T</i>
Education/Qualifications		
Bachelor's degree in marketing, Communications, Digital Media, or related field, or equivalent professional experience.	E	A
Experience		
Proven experience in managing social media channels and digital marketing campaigns.	E	A/I
Demonstrable experience in marketing, preferably in a nonprofit or charity setting	E	A
Demonstrated experience in marketing fundraising events or campaigns.	D	A/I
Experience of digital marketing in a nonprofit, charity or values-led organisation.	D	A/I
Experience supporting or promoting fundraising campaigns and events.	D	A/I
Knowledge/Skills		
Proficiency in social media management tools, email marketing platforms, and website content management systems.	E	A/T
Strong digital and design skills, including graphic design for digital and print purpose.	D	I
Excellent communication skills, both written and verbal, with ability to adapt messaging for different audiences.	E	A/I/T

Ability to use analytics tools to measure digital performance and generate insights to improve campaigns.	E	I/T
Knowledge of retail operations, GDPR, marketing concepts and digital best practice in a charity context.	D	A/I
Familiarity with fundraising regulations and compliance requirements.	D	I
Personal Attributes		
Strong interpersonal skills and ability to build positive relationships and collaborate effectively across teams.	E	I
Highly organised with the ability to manage multiple projects simultaneously.	E	I
Proactive and creative approach to problem-solving.	E	I
Commitment to the mission and values of the organisation.	E	I
Empathy and sensitivity when communicating with donors and supporters.	E	I
Flexibility and adaptability to thrive in a fast-paced environment.	D	I