# JOB DESCRIPTION

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| **Job Title:** | | **Division:** | | |
| **Social Media Officer** | | **External Relations** | | |
| **Location:** | **Responsible to:** | | **Date:** | **Grade:** |
| **London** | **Global Lead Communications & Digital** | | **March 2022** | **D** |

**1. JOB PURPOSE**

The purpose of the role is to oversee all key social media platforms including but not limited to: Facebook, Twitter, Instagram and LinkedIn. The role will focus on engagement across all platforms through creative, innovative and striking social media first content ranging from storytelling to commissioned artwork to in-house creations.

**2. KEY TASKS**

* Oversee social media channels in line with organisational requirements and the social media strategy. Evaluate service delivery to improve optimal provision of content, overseeing approved actions.
* Organise an annual calendar of events with the online digital producer that builds IPPF’s global digital profile, brand awareness and engagement.
* Supervise/participate in the creation of inhouse and/or outsourced artwork/graphics for global social media campaigns.
* Collaborate with the Communications and Digital Team on the ongoing development and delivery of the social media and communications strategy.
* Align social media approaches to deliver innovative content that increases engagement rates and growth across all platforms.
* Recommend creative approaches to improving the current social media branding that reflects the changing needs of the organisation.
* Deliver monthly social media KPI reports with proposed solutions to sustain and/or improve delivery.
* Identify opportunities to work with influencers that progresses IPPF’s strategy on SRHR.
* Incorporate the principles of IPPF’s Gender Equality Policy into the day-to-day tasks of the post
* Take personal ownership for championing a healthy and safe working environment, including following instructions and guidance.
* Take collective responsibility for safeguarding.
* Undertake any other reasonable duties as may be requested from time to time.

**3. RESPONSIBILITIES**

*Describe: a) staff responsibilities carried out by the job holder.*

N/A

*b) financial responsibilities carried out by the job holder.*

N/A

*c) advisory responsibilities carried out by the job holder.*

Advise on best practice for social media based on lessons learned in prior campaigns.

**PERSON SPECIFICATION**

**4. EDUCATION & QUALIFICATIONS**

* Degree in marketing/communications field or prior experience in a similar position.

**5. KNOWLEDGE & EXPERINCE**

* Applied knowledge of Instagram, Facebook, Twitter, Google Ads and LinkedIn platforms and social media trends.
* Experience using social media platforms for establishing brand awareness and developing engagement.
* Understanding of social media design.
* Applied understanding of development issues is desirable.
* Design experience either through Canva or Abode (preferred)

**6. SKILLS & ABILITY**

* Creative mindset.
* Solution focused.
* Able to align deliverables to changing demands.
* Able to manage integrated processes.
* Transform long-form content into social media friendly versions.
* Must have a ‘social media first’ attitude for all content marketing.
* Work collaboratively with others.
* Report writing.
* Working to tight deadlines.

**7. PERSONAL COMPETENCE**

* Awareness of and sensitivity to the multi-cultural and diverse environment in which IPPF operates.
* Integrity and ability to maintain confidentiality at all times.
* Understanding of and a commitment to safeguarding including child protection, in a local and international context.
* Supportive of a woman’s right to choose and to have access to safe abortion services.