

Job Description

Job Title:	Campaign Social and Media Lead
Job location:	Global
Reports to:	Social Media Manager
Responsible for:	N/A
Department:	Campaigning and Communications / Social Media

The Social Media team sits within the organisation's Campaigning and Communications Directorate, delivering creative and effective social media communications to support campaigning, brand awareness and fundraising activities.

Job purpose

The Campaign Social and Media Lead will:

1. Manage social media communications and support media objectives for the Equal World campaign, in line with channel approaches and wider campaign strategy.
2. Grow, manage and engage a global community of active disability inclusion campaigners online, using creative social media executions, media outreach and influencer engagement tactics to deliver policy campaign objectives.
3. Support the broader inclusion communications strategy through social media and media work, making sure our channels' campaign comms contribute to a broader awareness, understanding of, and engagement with our disability inclusion work.
4. Due to the 24/7 nature of social media, at times, work outside of agreed office hours will be required (for example out-of-hours crisis communications support), which will be agreed in advance wherever possible and for which time off in lieu will be given.

Principal accountabilities:

Social media (50%)

Working closely with the social media lead for Inclusion, and the Campaigns team:

- Plan and deliver social media strategy for the Equal World campaign that fulfils wider communications and global campaigning objectives and integrates with wider digital user journeys.
- Manage and moderate the Equal World Facebook group, ensuring growth and stewardship of an active community of campaigners online.
- Identify opportunities to engage and recruit new campaigners, content creators and/or influencers with the Equal World campaign through organic and paid executions.
- Deliver reactive social media to support the campaign and bring it to the attention of new audiences by responding to external moments/trending conversations.
- Manage social media post-production and identify opportunities for user-generated social to drive conversation around the campaign.

- Regular reporting on social media successes and failures, with learnings shared with colleagues in a relatable and timely way.
- Use social media insights and competitor analysis to successfully evolve campaign social media strategy.
- Stay on top of social media platform updates and trends, building business cases for use as* when relevant and required.
- With colleagues, ensure synergy between the Equal World campaign, wider Inclusion communications strategy and other areas of Sightsavers' work on the social media channels.
- Deliver ad-hoc support to deliver other inclusion-led social media activities/community management as required.

Media (30%)

- Support the media officer for inclusion, to manage the media work for the Equal World campaign, tying it in with the social media work, and delivering a media strategy for the campaign that fulfils wider communications and global campaigning objectives.
- Join campaign catch up meetings as required and feed back to members on media work, draft press releases and other media content such as opinion pieces, build campaign pitching and media lists and reach out to journalists.
- Identify media stories and opportunities to promote the Equal World campaign through organic media outreach.
- Keep up with media trends and the media landscape, in order to proactively suggest stories we could link the campaign to.
- Support the media officer for inclusion to regularly report on media successes and failures, with learnings shared with colleagues in a relatable and timely way.
- Manage relationships and story sharing with positive news outlets on a regular basis. Proactively identify stories from the organisation that could work for these and propose them to media officers/managers for discussion.
- Deliver ad-hoc support to deliver other inclusion-led media activities as required.

Content production (20%)

Working closely with the Content and Stories team:

- Project manage and deliver proactive (planned) media and social content, for example videos, images, gifs, animations – to support key campaign moments.
- Identify opportunities for content collection and creation, developing briefs with the Content and Stories team to source content for channel use.
- Support content production for other digital platforms as needed and agreed with your line manager (e.g. blogs, website news stories, social media toolkits).

The principal accountabilities are not meant to be an exhaustive list of tasks. The need for flexibility is required and the job holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

Jobholder entry requirements - *the essential knowledge, skills and behaviours required*

Knowledge (education and related experience):

Essential

- Previous experience in a similar social media and/or digital campaigning role
- Excellent communication and creative skills.
- The ability to use your own initiative and work independently as well as in a team.
- Experience in writing for social/digital media and using image/video editing tools.
- Experience of media outreach activities and monitoring the external media landscape for reporting purposes
- Fluent in English

Skills (special training or competence):

- Ability to assist project management effectively and deliver against agreed deadlines.
- Relationship building skills with internal and external audiences.
- Excellent communication skills.
- Ability to prioritise and work under pressure.
- An understanding of and commitment to equality of opportunities for people with disabilities.

Core behaviours:

- Team working and leadership.
- Communicating and influencing.
- Proactive, self-motivated and solutions focused.
- Planning and organising.
- Change and improvement.
- Decision making.
- Delivery and implementation.
- Attention to detail.
- Logical thought process and a commitment to realising objectives.

Key relationships

The Social Media team serves all areas of the organisation, so it is vital the post-holder is helpful and approachable towards all stakeholders across all teams.

Internal

- Equal World Campaigns Team and country office staff involved in campaigning.
- Communication Managers for Inclusion and Inclusive Futures.
- Wider Social Media, Media, and Content and Stories teams.

External

- Campaign and communication networks.
- Influencers/content creators.
- Agencies/freelancers.

Date as of: 18/05/2022