**Role title:** Social Media Engagement Officer

**Reports to:** Communications Manager

**Job purpose:** To effectively use BACP’s social media channels and communities (Twitter, Facebook, LinkedIn & Instagram) to engage followers, champion the work of our members,raise the profile of the BACP brand and deliver the very best member experience.

**Principal accountabilities:**

1. Support the development and delivery of the social media content marketing plan in collaboration with the Communications Manager
2. Act as operational owner and guardian of the social media channels, responsible for the creation, re-purposing, scheduling and delivery of all content
3. Coordinate social media content plan in consideration of wider organisational strategic goals & campaign objectives; working closely with communications colleagues to create and align activity across all channels
4. Ensure that BACP’s social ‘voice’ complies with our brand values, and that all content is directly aligned with departmental goals
5. Assist both Communications & Marketing teams in creation of non-social specific content, copy and campaign activity where required
6. Providing highest level of member support, providing a timely, efficient and comprehensive response in all instances and directing queries within BACP where appropriate
7. Optimising content for each social channel, ensuring high visual and influential impact to ensure best possible engagement
8. Continually monitor performance of all activity through social media monitoring platform, and use this analysis to continually improve BACP’s content and messaging
9. Continually survey the social media and competitor landscape to identify new platforms, trends and opportunities to improve our own activity
10. Support the wider communications team on an administrative level where necessary and appropriate to the grade of this post

**BACP Principal accountability**

* To be a BACP ambassador by upholding and demonstrating our values at every opportunity, through verbal, written and face to face communication.

**Context:**

Operating environment: BACP Departments, co-ordinate and produce social media marketing communications to BACP Members

 Framework and boundaries: GDPR, online advertising legislation

 Organisation: Role sits within Marketing & Engagement Department

##### Relationships:

 Manager: Monthly 1 to 1s, regular team meetings

 Other contacts: BACP departments, third parties

**Knowledge and experience:**

* A solid understanding of the social media landscape and familiarity with using Facebook, LinkedIn, Twitter and Instagram
* Experience of social media & community management (paid and organic) in a professional setting is preferred
* Awareness of key social media performance metrics and basic social media monitoring toolkits
* Marketing qualification is desirable, but not essential
* Ability to create effective, engaging and creative content to meet a range of objectives across differing audiences and channels
* Committed to delivering objectives on time and to standard via excellent planning and organisational skills
* Excellent written, verbal and interpersonal skills and an ability to communicate at all levels across channels
* A good team player with a flexible approach to work and with an ability to handle multiple tasks

**Job challenge:** Social media is an increasingly important communications vehicle for BACP and plays an integral role our ability to successfully engage, champion and support our members. We require a creative, innovative social media officer to manage these channels and deliver the best experience for all audiences.

**Additional information:**

Must keep up to date with best practice, trends and developments within the social media and marketing sector