

## Job description

<b>Job title:</b>	Social Media Assistant
<b>Team:</b>	Marketing and Communications
<b>Location:</b>	Hybrid working – one day a week in the office
<b>Hours of work:</b>	37.5 hours
<b>Contract:</b>	Permanent, full time
<b>Benefits include:</b>	33 days (plus eight bank holidays) 8% employer pension contribution (Aviva) or access to continue NHS Pension Enhanced maternity, paternity, adoption, and shared parental pay Free health cashback plan Free employee assistance programme Learning and development commitment to staff Health and wellbeing commitment to staff
<b>Reporting to:</b>	Social Media Manager
<b>Direct report/s:</b>	None

## Background

Today, dementia is the leading cause of death in the UK. By 2025, more than one million people in the UK will be living with this often devastating condition. Millions of us will know someone living with dementia. Many will be directly affected it – as the incredibly difficult role of carer often falls to friends and family members.

Dementia UK is a values driven charity, providing specialist dementia support and advice for families through our Admiral Nurse service. Our nurses help people living with dementia stay independent for longer and support the people caring for them so that they will have the strength to cope with the bad days, and the energy to enjoy the good days.

We value our people so it's important for us to create a working environment that looks after our workforce, enabling everyone to achieve their full potential. You will become part of a diverse and dedicated team, working in an environment where you can collaborate, be respected and thrive.

## Purpose of job

The Social Media Assistant works within the multi-disciplined Marketing and Communications team supporting the Social Media Executive in the day-to-day running of our social channels. This includes creating and publishing content, as well as community management. The role will work with the Social Media Manager

and Social Media Executive to grow our social media presence through delivering our social media strategy. You will focus on organic social media, working with the wider Marketing and Communications team and the rest of the organisation to achieve our social media goals.

You will need to understand an audience-first approach as you will be curating and scheduling content and responding to our audiences. Working with our social media agency, you will be their main point of contact for social media monitoring and will need to work with the Social Media Executive to manage this effectively.

You will need to be an excellent team player as the role requires stakeholder engagement across the team and the wider charity. We work closely with internal teams to shape plans to ensure that they meet their strategic objectives.

## **Key accountabilities and responsibilities**

### **Managing social media channels**

- Support the Social Media Executive with the social calendar schedule – making sure that content is published across our current channels - Facebook, Instagram, Twitter, LinkedIn and TikTok
- Work with the Social Media Manager and the Social Media Executive to develop platform-first content ideas and content creation for our social feeds, including producing video content
- Work with our social media moderation agency to respond to daily comments and direct messages on all the Dementia UK social media channels, escalating feedback to relevant team members when needed
- Support the Young Onset Dementia Marketing and Communications Manager to create content for the Young Dementia Network social media channels (Facebook, Twitter and LinkedIn) as well as daily monitoring of the channels
- Monitor our social platforms for conversations around 'dementia' keywords using our social media listening tool Sprout Social. Engage in these conversations to raise awareness of Dementia UK and the Young Dementia Network
- Identify social media influencers for our brand, especially on Instagram and TikTok
- Work with the Digital Marketing Assistant to manage internal requests through our digital team inbox and contact us inbox

### **Lead on research for new and changing avenues of social media marketing for Dementia UK**

- Keep up to date on new content trends from other organisations and brands to develop new types of content for Dementia UK
- Keep informed of social media platform changes and update the wider team of these

## **General**

- a) Actively promote the core values of Dementia UK whilst working towards achieving the strategic objectives of the charity.
- b) Have a strong working knowledge of Dementia UK's vision, mission and impact.
- c) To undertake all duties in line with the Dementia UKs policies, procedures and regulations ensuring that the work undertaken actively promotes equality, diversity and non-discrimination.
- d) Undertake any other duties related to the job purpose and which may necessary, as required.

This job description is not exhaustive and is subject to change in accordance with business need.

## Person specification

<b>Essential Qualifications, knowledge, skills, and experience</b>		
<b>Criteria</b>	<b>Application</b>	<b>Interview</b>
Experience in building positive relationships, online community management, networking and/or customer service	X	X
Passion for social media – a user in a personal capacity – with a keen understanding of content from a user’s perspective	X	X
Excellent organisational and planning skills, with the ability to multi-task and prioritise your workload whilst maintaining attention to detail	X	X
Experience in creating and publishing content for social media channels including video, still images and written content	X	X

<b>Desirable Qualifications, knowledge, skills, and experience</b>		
<b>Criteria</b>	<b>Application</b>	<b>Interview</b>
Experience using video editing software to develop engaging video content	X	X
Experience of working in the charity or not for profit sector	X	
Experience in using Google Analytics and social media analytics to assess day-to-day content decisions	X	X
Experience using social media management tools, such as Meta Business Suite or Sprout Social	X	

<b>Personal attributes</b>		
<b>Criteria</b>	<b>Application</b>	<b>Interview</b>
Excellent communication skills		X
An interest in digital marketing and trends		X
Empathy with the aims of the charity and the needs of families affected by dementia	X	X
Ability to work independently, as well as part of a small team	X	X

## Our values

Compassion  
Collaboration  
Integrity  
Ambition