Role: Social Media Assistant
Reporting to: Head of Marketing & Communications
Hours: 35 hours – Remote working

Overview of the role:

The aim of this role is to grow awareness and engagement across the charity's social media channels to deepen engagement and grow a strong community of supporters and members who feel connected and committed to improving cat welfare worldwide. The audience base is varied – vets, vet nurses, students, breeders, feline behaviour experts, those working with unowned cats, cat sitters/cattery workers, corporate veterinary groups, commercial companies and cat owners. The Coordinator will communicate consistently using the tone of voice and brand of the charity with an understanding of individual audiences. The post holder will work closely with internal staff and cat experts to collate content, manage the development of the social media channels, schedule posts and report back on activity and areas of interest. Topics will include cat welfare, promotion of congresses, membership or courses and other areas of the charity's interest.

Responsibilities of the role:

- Collaborating internally with colleagues to create social media posts for Facebook, Twitter, Instagram, Linkedin, and responding to external posts aligned to the charity's ethos and policies
- Sourcing Images and updating the inhouse content library
- Linking to external content/specialists
- Scheduling all social media posts in social media software and coordinating with posts from other departments to ensure posted content arrives on schedule
- Monitoring, engaging and responding to questions and queries
- Creating graphics/templates/image editing using Canva/Photoshop or similar
- Identifing opportunities to grow engagement and maximise content or fundraising
- Presenting top level analysis and areas of interest monthly to the content planning group
- Using Google analytics and social media software analytic tools to monitor success on the website and social media and flag potential issues.
- Liaising with an external agency for monthly statistical analysis/audit and report findings to the Head of Marketing & Communications.
- Maintaining database to collate feedback from supporters on social media
- Ensuring H&S and safe practises are maintained at all times and that risks identified, are reported or actioned as quickly as possible.
- Ensuring data protection and the policy and processes are maintained across the Charity's business, client and Company data, working with the Data Protection Manager (DPM) on any issues or concerns. .

Person Specification	Essential	Desirable
Experience of content creation for social media	X	
Confident using Canva/Photoshop/InDesign	X	
Interest in and understanding of animal welfare /behaviour /science /veterinary terminology	x	
Positive mindset, working as team player, happy to work across multiple departments. Able to show initiative and flexibility.	X	
Computer literacy – Word, Excel, Google Analytics…	X	
Ability to design, deliver, evaluate and articulate campaigns and content, including their effectiveness and impact	X	
Maintain up to date knowledge of the latest social media trends and emerging technologies	X	
Excellent communication skills and writing ability with a high level of attention to detail and an ability to work to deadlines	X	
Demonstrate the charity's values, as well as tact, diplomacy and confidentiality in all aspects of the role.	X	
Clearly demonstrate commitment to the ethos and values of the charity.	X	

Employee Signed:..... Date: .....

Manager Signed:..... Date: .....