

Social Media and Digital Marketing Manager



Job Title:	Social Media and Digital Marketing Manager
Reporting to:	Digital and Marketing Lead
Responsible for:	Digital and Communications Assistant
Based:	Office is based in Angel, London with hybrid models of working
Hours:	28-35 hours per week, with flexible working options available Open to job share
Salary:	Band C1, £40,095 per year for 28 hours or £43,574 for 35 hours per week
Contract type:	Fixed term (parental leave cover) for 1 year

OVERALL PURPOSE

The Social Media and Digital Marketing Manager is responsible for leading YWT's social media presence across all channels. They will also deliver digital marketing and digital mobilisation activity to engage young women in campaigning, promote our services and engage new and existing supporters.

KEY ACTIVITIES

Social media

- Develop and oversee Young Women's Trust's social media strategy across all channels, advising on the most effective use of channels to reach key audiences, developing new channels and devising creative strategies to ensure we're reaching the right audiences with the right messages.
- Create dynamic, effective social media content for our social channels in line with our communications strategy and key messages, including creating high quality, on brand assets for social channels using in-house tools and programmes.
- Build an active and engaged community of young women and supporters on social media, encouraging user-generated content, dialogue and driving meaningful actions.
- Proactively ensure YWT responds to social trends, news and media moments and current affairs via social media, and that we are actively involved in relevant debates - working closely with Policy, Campaigns and Communications colleagues.
- Advise colleagues across the organisation on the most effective social media channels, tactics and content to support their objectives.
- Monitor and evaluate activity and engagement with social channels and use data to optimise growth and engagement.
- Provide insight and advice gathered from our social media activity to colleagues to inform the ongoing development of our messaging and communications activity.
- Ensure we have the right suppliers to produce creative content (graphics, photography and video), brief them and guiding their output to ensure they are on message and on brand.
- Be a thought leader for the organisation on social media, maintaining and sharing your knowledge of trends, best practice and innovation and using this to make recommendations as to our approach.
- Advise and brief colleagues including the CEO and SMT on their own use of social media in support of YWT's goals.
- Maintain your own knowledge of the core issues YWT is working on and our key messages, and independently and proactively translate this into responsive social media content for different audiences.
- Develop YWT's processes and tools for social media management, to ensure a coordinated but agile and empowered approach to our content.

Digital marketing

- Deliver end-to-end campaign planning, implementation, and evaluation process for paid social campaigns to reach organisational objectives, including lead generation, services, and fundraising.
- Work closely with the Director of Communications, Campaigns and Research and the Head of Digital and Communications (or equivalent role) to develop an innovative new approach to digital mobilisation, helping us engage young women in our campaigning activity at scale.
- Ensure paid and organic social and digital activities and website content work together effectively across the user journey.
- Manage relationships with agencies to deliver digital marketing campaigns and activities including paid social and AdWords.
- Seek out digital and sector best practice to optimise budget and audience insights to create high performing campaigns.
- Report on outcomes from digital marketing campaigns and employ best practice to optimise results.
- Support relationships with digital influencers who support Young Women's Trust.
- Manage our email marketing programme, ensuring we deliver, evaluate and optimize effective supporter journeys which build engagement and loyalty.

Management

- Line manage, support and develop the Digital and Communications Assistant.

Supporting and amplifying young women's voices

- Guide young women on social media takeovers
- Collaborate with young women to produce content for social media platforms

General

- Collaborate on projects across the whole organisation, advising on direction and best practice for social and digital delivery
- Support the wider team as appropriate, providing cover when required

PERSON SPECIFICATION

Experience

- Experience of creating, delivering and evaluating successful social media strategies, ideally in support of campaigning, social change, or fundraising objectives
- Experience of planning, delivering and evaluating digital marketing campaigns
- Experience of running digital tests, measuring and reporting impact, optimising campaigns and making recommendations based on data and insight
- Experience of creating effective and compelling content for a range of channels and audiences
- Experience of line managing and supporting junior colleagues, providing advice and support.

Skills & attributes

- Excellent written, verbal and communication skills
- A good relationship-builder, with a collaborative cross-organisational approach
- A passion for digital and a keen interest in the latest developments and trends, with the ability to identify the opportunities that would best fit organisational strategy
- The ability to work proactively and independently
- Good project management skills, with the ability to manage standalone projects and campaigns alongside business as usual tasks and processes
- An understanding of the charity aims and mission and the challenges that young women face
- Ability to work sensitively with young women to support them to contribute to our social channels and content

At Young Women's Trust we value and celebrate diversity, and welcome applications regardless of age, gender, ethnicity, disability, religion, sexual orientation or gender identity. We particularly encourage applications from communities under-represented in our sector including racially minoritised people, people with disabilities, and those from low socio-economic backgrounds.

You'll be joining a team that will embrace your ideas and support and encourage you to bring your whole self to work.