



Job Description

Job title: Social Media Manager

Position Type: Full Time

Salary: Competitive

Location: Northwest London

Start Date: ASAP

Key Responsibilities:

- Scheduling copy for release at optimal times.
- Creating general content (based on templates) for publication across various social media sites.
- Monitoring users' engagement with and feedback on every post.
- Analysing and reporting on the effects of publications.
- Creating written pieces that are sharp, memorable, and effective at prompting readers to take action.
- Collaborating with Videographers and Multimedia Designers to ensure that posts are engaging.
- Remaining abreast of changes to all pertinent social media applications.
- Exploring the potential value of social media sites that are not yet in our repertoire.
- Assist in furthering campaigns through tasked marketing efforts
- Carry out tasks assigned by Marketing lead
- Report to Marketing lead for all tasks

Qualifications (Additional Skills):

- Enhanced knowledge of all leading social media sites, including their algorithms.
- Firm grasp of scheduling platforms and their integrations.
- Some understanding of the processes surrounding the creation and distribution of paid advertisements.
- Flexible and engaging writing style.
- Some knowledge of video editing, videography, photography
- Knowledge of engagement metrics.
- Appreciation for novel insights and ideas.
- Willingness to work occasional overtime to accommodate various time zones.
- Preferably understanding of charity posting

Person Specification

Essential Experience:

- Experience in a similar role.
- Successful, significant, and relevant achievement in a comparable national/international organisation.
- Experience of utilising the strength of an organisation brand for charity/business development.
- Experience of developing and implementing strategic and business plans.

Personal Skills and Attributes Essential to the role:

- Full UK driver's license
- Flexible and pro-active approach
- Organised and attention to detail
- Ability to solve problems
- Strong team player
- Cultural sensitivity
- The ability to identify issues in advance
- The ability to quickly understand new ideas and concepts
- Operates by and upholds The Zahra Trust's philosophy and values
- Right to live and work in the UK
- Ability to travel throughout the UK and to remote areas overseas when required.