

Job title:	Social Media Manager
Accountable to:	Head of Digital
Location:	21 Albemarle Street, London (With some hybrid working)
Contract type:	Full time (35 hours per week).
Fixed term contract	maternity cover for 12- 13 months starting September 2023.
Salary:	c£37k per annum

Job Purpose

This role will be the Ri's go-to person for all things social media. Working closely with our Head of Digital, our Social Media Manager will help develop a strategic approach to social media and be responsible for the day-to-day management of our social media channels.

Based in the Digital Team, this role has strong links with our Marketing and Communications Team, bridging the two areas and helping maximise revenue and engagement through paid social and digital marketing.

Working alongside our Communications and Development Teams, they will lead on marketing and fundraising social media campaigns across the Ri.

Main Responsibilities of the role

Social media management

- Manage the Ri's social media channels (including Facebook, Twitter, Instagram and TikTok) developing content calendars and schedules, ensuring these channels are audience-focused and reflect our brand and style guidelines.
- Work with our Video and Multimedia Producers to create, commission, produce and edit new and engaging digital and social media content that is copyright compliant and tailored for our platforms and audiences.
- Lead on small scale targeted paid social media campaigns (in collaboration with our Communications and Development Teams) from campaign planning, delivery, optimisation through to evaluation, understanding how and where to use paid social to maximise effectiveness.
- Use social media and other digital channels to promote the Ri's work, including public events and commercial activities; writing SEO-optimised web copy; and working with our Marketing Team to support management of Google advertising and email marketing.
- Monitor the performance of social media channels and campaigns using analytics tools and evidence-based decision making to optimise content and delivery.
- Keep up to date with social media trends and best practice, producing guidelines and policies and becoming the Ri's go-to person for all things social media, positioning us at the cutting-edge of digital innovation in science communication.

- Monitor, listen to, and respond to audiences across our social media platforms (including, or arranging cover for, weekends and Bank Holidays), and follow the Ri's social media Crisis Response Guidelines where appropriate.
- Nurture and grow our online communities, identifying and leveraging key social media influencers to maximise the reach of the Ri's messaging and content.
- Develop and maintain relationships with digital and social media professionals at other scientific and cultural organisations for collaboration and information sharing, as well as maintaining a network of science content contributors.

Other responsibilities

- Manage and oversee the work of freelance contractors, interns and additional staff as required.
- Manage the day-to-day relationships with a range of external suppliers and digital partners.

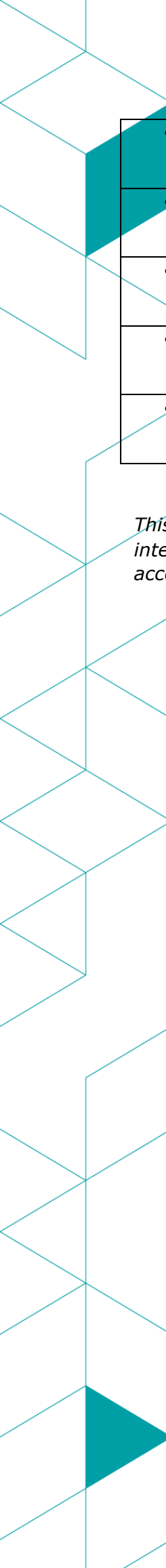
General responsibilities applicable to all staff

- Understand and support the vision, mission and aims of the Ri.
- Maintain awareness of your own and others' Health and Safety, and comply with the Ri's Health and Safety policy.
- Adhere to and champion the Ri's policy and practices on Safeguarding.
- Adhere to comply with all Ri policies relating to the Data Protection Regulations 2018.
- Encourage team working and effective communication with colleagues.
- Act as a representative of the Ri and deal with Ri customers, stakeholders and the public. in a professional manner at all times.
- Comply with Ri financial policies and practices as applicable.
- Undertake other duties as may be reasonably requested of your post.
- Adhere to and championing Ri's policy and practices on EDIA.

Person specification

Experience and knowledge	Essential (E) Desirable (D)
• Experience of managing social media channels.	E
• Ability to write and produce engaging copy for a variety of different audiences and social media platforms.	E

• A deep understanding of the social media landscape and the ability and desire to horizon scan for the latest developments and opportunities.	E
• Experience of creating and managing successful social media campaigns to increase engagement with key audience groups.	E
• Knowledge of analytics tools and techniques, including Google Analytics, and UTM tracking (tracking the effectiveness of social media to promote ticket sales	E
• Experience of Adobe Creative Cloud software (Photoshop, Premiere Pro, InDesign etc). Video and photography skills.	E
• Experience of running paid social media advertising.	E
• Experience of building online communities.	D
• Experience of social media crisis management.	D
• Experience of working on social media campaigns for income generation.	D
• Experience of working in a science communication or heritage organisation.	D
• An understanding of copyright and its impact on social media.	D
• Experience of writing search engine optimised web and digital marketing copy.	D
• An appreciation and understanding of web accessibility.	D
• Experience of writing engaging email marketing copy.	D
• An understanding of search engine marketing and Google Ads.	D
• Experience of managing the work of external agencies.	D
Qualifications	
• Educated to degree level, ideally in a science-related subject, or demonstrable equivalent experience.	E
Skills and personal attributes	
• Creative and ideas-driven.	E
• Strong understanding of the Ri's mission and activities.	D
• An interest in science and an appreciation of its impact on society.	E
• Excellent interpersonal skills with proven ability to work collaboratively.	E



• Able to find pragmatic solutions, seek improvements, and adapt to changing situations.	E
• Able to present information, verbally and in writing, in a clear and concise manner, with excellent attention to detail.	E
• Positive “can do” attitude and willingness to support others where needed.	E
• Ability to learn quickly, to multi-task and work in a fast-paced environment.	E
• Willingness to work occasional evenings and weekends, if required.	E

This job description will be subject to review in the light of changing circumstances and is not intended to be rigid or inflexible but should be regarded as providing guidelines and accountabilities within which the individual works.