

<b>JOB DESCRIPTION</b>	
<b>SUMMARY INFORMATION</b>	
<b>Job Title:</b>	Social Media Manager
<b>Department:</b>	External Relations
<b>Contract Type:</b>	Fixed Term
<b>Job Purpose:</b>	Working across the Organisation, this role will develop and deliver a social media strategy. Responsible for growing our reach and engagement across multiple channels, as well as reactive social engagement, the role will take a lead in shaping how we approach community management
<b>Job Band:</b>	D2
<b>Reports to:</b>	Head of Digital
<b>Direct Reports:</b>	<ul style="list-style-type: none"> <li>• Social Media Officer</li> <li>• Digital Marketing Executive</li> </ul>
<b>Other Key Contacts:</b>	<ul style="list-style-type: none"> <li>• Director of External Relations</li> <li>• Marketing and Communications Teams across the CWGC</li> <li>• Digital Team</li> <li>• Media Team</li> <li>• CWGF Team</li> </ul>
<b>Financial Responsibilities:</b>	None
<b>Location:</b>	May be office based in Maidenhead or can adopt a flexible hybrid option of part home/part office working
<b>Working hours:</b>	37 hours per week There may be occasions where you will be required to work additional hours. Time off in lieu may be granted for any approved additional hours worked
<b>Travel:</b> <i>(when travel restrictions are lifted)</i>	Must be willing to travel within the UK and overseas, sometimes at short notice. Valid passport, full UK car driving licence and ability to drive in Europe required
<b>Right to work:</b>	Must have the right to work in the UK

<b>COMMISSION BACKGROUND</b>
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The Commonwealth War Graves Commission honours and cares for the men and women of the Commonwealth forces who died in the First and Second World Wars, ensuring they will never be forgotten. Funded by six Member Governments, our work began with building, and now maintaining, cemeteries at 23,000 locations all over the world.



Today, over a century after we first began, our work continues through our staff, supporters and volunteers who preserve our unique cultural, horticultural and architectural heritage and ensure that the stories of those who died are told.

## KEY RESPONSIBILITIES and ACCOUNTABILITIES OF THE ROLE

### General

- Lead the development and delivery of a social media strategy and ensure there are clear, measurable plans for using identified channels to reach, communicate with and involve the public in our work
- Lead on the collaboration with internal stakeholders across the Organisation, building relationships whilst securing buy-in to support the Social Media strategy
- Create and execute a cross-platform content strategy for paid and organic methods of social media
- Support colleagues across the Organisation to deliver the social media elements of multichannel campaigns, making recommendations on both organic and paid activity
- Work closely with CWGF colleagues to ensure an effective balance between fundraising messaging (organic and paid) and all other types of messaging
- Identify opportunities for partnering with relevant social media influencers to grow our reach and further raise awareness
- Monitor, track, analyse and report on performance on social media platforms
- Oversee the management of our key social media accounts, leveraging the latest trends and new features
- Work closely with the wider marketing and digital team to ensure marketing and promotional campaigns are optimised for social media and integrated across all touchpoints so that social media is maximised to its full potential

### Job Functional Knowledge

- Strong community management experience
- Experience of localising and developing the brand voice in international markets
- A strong grasp of paid and organic social best practice to generate high-performing campaigns

### Expertise

- Proven experience of developing an impactful social strategy that increases brand awareness and new audience acquisition
- Keen interest in emerging platforms and a trend spotter, ensuring you are at the forefront of a changing social media landscape
- A clear understanding of data compliance and legislation governing data use for social media and the implications for marketing in this space

### Leadership

- Ability to inspire and guide colleagues and lead by example

### Problem Solving

- Resolving and finding solutions to complex problems
- Ability to think quickly and find solutions to issues that arise
- Data literate, able to review/assess/make recommendations as a result of analysis

### Nature of Impact

- Reputation across the Organisation

### Area of Impact

- This role has an impact across the whole Organisation

### Interpersonal Skills

- Self-directed, confident and proactive

<b>PERSON SPECIFICATION</b>
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### Education and Knowledge

#### Essential

- Educated to degree level or equivalent professional qualification
- Proven experience in a social media environment
- Proven track record of managing social media and content creation
- In-depth knowledge of the current social media landscape

#### Desirable

- Experience of delivering influencer marketing campaigns

### Experience

#### Essential

- Team management experience
- Experience including but not limited to Facebook, LinkedIn, Twitter, YouTube, Instagram
- Knowledge of analytics software as well as paid advertising campaigns
- Strong ability for copywriting and social content creation

#### Desirable

- Experience of working in the Not-For-Profit sector

### Skills and Abilities

- Ability to build and maintain positive relationships utilising exceptional communication, collaboration, and problem-solving skills
- Strong team player who can also work independently
- Ability to understand and manage sensitive and delicate matters within campaign activity
- Strong and confident communicator
- Excellent writing skills
- A good eye for design and layout
- Strong project management skills
- Committed to continuous professional development



COMMONWEALTH  
WAR GRAVES



- An alignment and adherence to the Commission's Values: RESPECT, EXCELLENCE, TEAMWORK, COMMUNICATION, PROFESSIONALISM and COMMITMENT
- Health and Safety responsibility for self and others

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*Your key duties are set out within this job description. From time to time, you may be required to perform such other reasonable duties that fall outside your job title or key job duties, should this be necessary to meet the needs of the Commission.*

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### **Signatures**

Name of Job Holder:

Signature:

Date:

Name of Line Manager:

Signature:

Date: