

# Social Media officer

Make an impact through social media for an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.



## What will you do

You'll support and develop our social media channels.

You'll support our campaigning, fundraising and awareness objectives

You'll know about the latest social media trends and be able to spot content opportunities.

You'll support with the day-to-day community management of our social media channels.

You'll create amazing content including graphics, videos and stories. Sometimes you'll make these yourself, sometimes you'll make them with members of the team.

You'll make sure our content is accessible for our audiences, in particular for people with a learning disability.

## What you will bring

You'll be passionate about helping to make the UK the best place in the world for people with a learning disability to live happy and health lives.

You'll know how to craft a social media post, help plan a campaign and have a knack for telling compelling stories.

You'll be great at collaborating and excited by the chance to co-produce your content alongside people with a learning disability.

You'll be bold and up for a challenge. You'll bring a willingness to try new things, challenge the status quo and fight for a fairer world.

## Your experience

You'll have experience in creating content and managing social media channels for a charity or organisation.

You'll be an expert with tools like Brandwatch, Canva, Office 365 or Adobe CC

You'll have taken part in successful social media campaigns before.

You'll be experienced in creating or commissioning content of all types to suit your plans - graphics, videos, collabs, blogs, live streams and stories - whatever is needed!

You'll have experience of responding to comments, and generating engagement on social channels.



### More information about this role

Mencap's social media channels have over 360,000 followers and are hugely important to our communications and media strategies. The social media officer is part of the external communications team, and will work closely with colleagues in media, campaigning, fundraising and across the organisation.

Your extended team includes a social media manager, graphic designers, marketing managers, digital and communications experts and colleagues with a learning disability.

Sometimes you'll work as part of a group with set objectives. Other times you'll look after social media for a particular business area, or plan activities such as awareness days.

You'll also report on what works, what doesn't work and make recommendations on how to engage with audiences.

### What will mencap give you

24 days annual leave plus bank holidays (pro-rata for part-time) + a variety of benefits including pension and holiday buying options.

Ongoing training and development opportunities to enhance your skills.

A supportive and inclusive work environment where your contributions are valued.

### How to apply

Please apply with an up to date CV that demonstrates your skills and experiences relevant for this position.

If you require any further information please contact our Recruitment team on 01733 246699.

## Mencap's values and how they apply to this role



We are **PASSIONATE** about making the world a better place

You will have a genuine passion for making the world a fairer place



We are **INCLUSIVE** of everyone

You will work alongside people with a learning disability to make sure all different voices are heard and listened to.



We are **BRAVE** we challenge and try new things

You'll try new things and challenge the stigma faced by people with a learning disability online



We are **POSITIVE** in our work and with each other

You will highlight and celebrate the achievements of people with a learning disability in all walks of life



We are **KIND** to everyone

You will be kind, supportive and encouraging to everyone you interact with.