



EACHOTHER – Social Media Coordinator - JOB DESCRIPTION

Role and responsibilities:

Social Media

- Schedule well-crafted posts across our social media platforms to achieve maximum reach and engagement.
- Manage social media channels in relation to our editorial calendar to ensure content is timely, relevant and engaging.
- Work with the team to manage a consistent and constant content plan that is relevant for all our audience groups.
- Coordinate planning for our regular campaigns across EachOther's social channels to create maximum impact.
- Liaise with contacts and partner organisations to build content partnerships and cross-posting.
- Allocate targeted social media spend on posts where appropriate.
- Grow a sense of community across all our social media channels, building relationships with passionate and influential individuals who can help us increase our impact.
- Monitor comments across our platforms and moderate any that breach EachOther policy.

Film

- Support our film team's content across different channels.
- Help launch film campaigns.
- Horizon scan best practice and key developments around video promotion across social media sites.
- Curate and develop our YouTube channel in collaboration with the Creative Director.

Marketing & Analysis

- Keep regular stats and insights lists.
- Provide Key Performance Indicator (KPI) analytics to the Chief Executive for board meetings and other monitoring.
- Search Engine Optimisation and link-building, such as creating a Wikipedia entry, getting University Libraries to list us, etc, to improve our webpage's rank.
- Assist in development of EachOther's mailing lists.
- Prepare regular updates and reports to track growth and the success rates of campaigns.
- Keep our KPI reports up to date and revisited annually to make sure we're assessing the right indicators using the right metrics.

Knowledge sharing

- Keep abreast of news and trends on social media and adapt our practice accordingly.
- Keep an eye on what other charities are doing really well on social media.
- Share that knowledge across the EachOther team.



EACHOTHER – Social Media Coordinator - PERSON SPECIFICATION

Specifications and criteria		Essential	Desirable
Experience and Knowledge	Experience of running social media accounts	X	
	Experience of setting up / launching new social media profiles		X
	Experience of working with websites	X	
	Experience of using Wordpress		X
	Experience of Adobe Creative Cloud		X
	Experience of copywriting (advertising or blogs, newsletters etc)	X	
	Experience in networking and building relationships with varied people and organisations	X	
Competencies and skills	Ability to develop and maintain internal and external working relationships and to be a positive member of the team	X	
	Passionate about working creatively with technology	X	
	Ability to manage competing priorities and work independently to meet deadlines and solve problems	X	
	Ability to take a reflective and evaluative approach to work	X	
	Ability to demonstrate empathy and care when dealing with vulnerable people and stories	X	
Personal	Commitment to and understanding of EachOther's strategy and values	X	
	Commitment to building a fair, compassionate and diverse working environment	X	