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| Job Title: | Social Media Executive | Division/Dept: | Fundraising & Engagement - Digital & Content Marketing |
| Reports To Manager: | Social Media Manager | Job Family: | Support & Professional |
| Date: | March 2014 | Band: | 4 |

Purpose: To support the Social Media Manager in ensuring the performance, optimisation and user experience of content across all PDSA Social Media platforms. Support our Social Media platforms delivering PDSA client and public goals. Support the effective delivery of the Social Media content and engagement strategy, as part of an integrated marketing plan.

| Responsibilities | Performance Measures | Organisational Skills & Values |
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| <ul style="list-style-type: none"> Ensure social media content is created and published appropriately, and is targeted for each channel in line with organisational strategy, values and channel guidelines Ensure that all visual content and assets are optimised and appropriate for the platform Collaborate with the Content Team on the development and production of Social Media assets Work closely with the Content team, Web team, & others when required, to deliver integrated and consistent campaigns and customer journeys, integrated with offline activity when necessary Monitor and contribute to Community Engagement, stimulating discussions and encouraging debate whilst adhering to web etiquette Support the reputation management across social media networks and engage with internal stakeholders to manage and mitigate risk Ensure that appropriate tracking and measurement metrics are in place and monitor the performance of Social Media content against organisational goals Assist the Social Media Manager in the creation and delivery of regular Social Media performance reports including robust evaluation and analysis of campaign performance Support the Social Media Manager to develop & implement a range of innovative Social Media projects that support the content and engagement strategy as part of an integrated marketing plan. Compliance with all PDSA policies and procedures, including IFO, ICO, WAA and GDPR. | <ul style="list-style-type: none"> Delivery of social media projects on time & within budget Meet KPI targets for social media channels Delivery and activation of a social media monitoring process Delivery of weekly social media updates for stakeholders | <ul style="list-style-type: none"> Head and Heart Better together Passion with purpose Leading effectively Planning and organising Acting commercially |
| | Dimensions <ul style="list-style-type: none"> Direct Reports: N/A indirect Reports: N/A Budget: N/A Internal Contacts: Digital, PR, Marketing, Creative, Retail, Veterinary staff, Admin team External Contacts: Agencies, social media platform holders, social media tools holders, corporate partners, social media influencers, PDSA supporters and fans, general public | Role-specific knowledge & skills <p>Essential</p> <ul style="list-style-type: none"> Experience of managing a variety of social media channels Experience of managing multiple projects <p>Desirable</p> <ul style="list-style-type: none"> Image editing and optimisation experience Content planning and publishing experience Social media advertising experience |
| Approved By: HR Shared Services Manager | | Date: July 2020 |