



DETAILS OF ROLE		
Role title	Social Media Manager	
Reports to	Head of Content & Communications	
Direct reports	Freelancers, agencies, secondees as appropriate	
Directorate & Team	Communications	
Contract type	Full time. Fixed Term x 3 years	
Location	17-21 Wenlock Road, London, N1 7GT	
Salary	£39, 000 per annum	Grade 5 / Zone 1

Who we are and what we do

The Disasters Emergency Committee (DEC) is a unique and dynamic membership organisation which comprises 15 of the UK's leading humanitarian agencies: ActionAid, Action Against Hunger, Age International, British Red Cross, CAFOD, CARE International, Christian Aid, Concern Worldwide (UK), Islamic Relief Worldwide, International Rescue Committee UK, Oxfam GB, Plan International UK, Save the Children, Tearfund and World Vision.

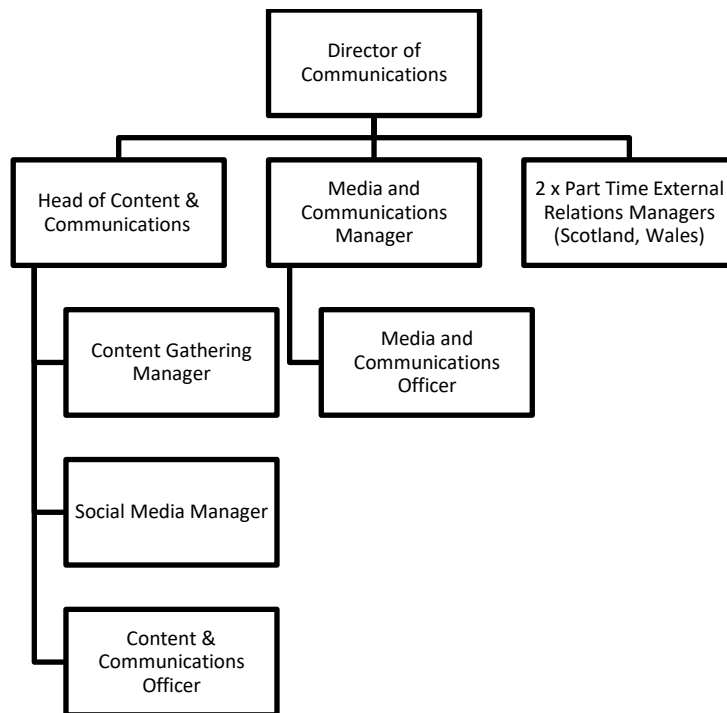
Since it was founded in 1963, the DEC has run over 77 fundraising appeals and raised more than £2.4 billion to help save lives and protect livelihoods in disaster-affected communities around the world.

The DEC launches appeals when there is a humanitarian emergency of such magnitude to warrant a national UK response. DEC fundraising appeals benefit from unique corporate partnerships through our Rapid Response Network and the combined expertise of our member agencies, resulting in wide reaching appeals across high profile TV, radio, and an increasing number of digital channels.

Most DEC funds are raised over an intensive two-week period following a disaster. Appeal funds are specifically for overseas humanitarian work and are normally spent over a two or three-year response period. An important part of the DEC's remit is in learning, accountability and sharing information.

The DEC Secretariat is funded by contributions from its member agencies and is responsible for the day-to-day running of the DEC. There are currently 36 staff members and a small number of dedicated volunteers, working together to promote the strategic values of collaboration, accountability & transparency, learning, humanitarian, and impartiality.

Team Structure



Purpose of the role

This role sits within the Communications Team alongside colleagues leading on digital, content and press/PR. The Social Media Manager reports to the Head of Content and Communications and works closely with the Digital and Innovation Manager, the wider Fundraising and Programmes & Accountability departments, as well as colleagues within DEC member charities and external agencies.

The purpose of the role is to manage and maximise DEC organic social media presence to support fundraising and awareness objectives during an appeal and communicate our key messaging on impact and brand to target audiences throughout the year including during reporting-back campaigns.

You will lead on developing and implementing a data-driven social media strategy that delivers on the new DEC five-year organisational strategy, addressing the needs of our existing and new audiences and maximising developments in social media opportunities. You will also develop and deliver guidelines on social media use for DEC staff and key stakeholders, aligned to the DEC brand and organisational values.

During the two-week launch of a DEC appeal “period of joint action” (PJA) you will manage a team of freelancers or secondees from DEC member charities to deliver incredibly fast-paced, accurate, social media content. You will actively manage a very busy social media inbox using a social media management platform (Sprout Social) for our main channels - currently Facebook, Twitter/X, Instagram, LinkedIn, and YouTube.

You will work closely with the Digital and Innovation Manager to ensure organic social media complements the paid social media strategy, and agencies including talent management to support celebrity social media engagement, as well as

You will ensure all proactive and reactive social media content on DEC channels meets the highest ethical standards in line with the organisational brand, key messaging, and tone of voice.

RESPONSIBILITIES

Social media strategy and management - 40%

- Develop and implement a social media strategy to deliver on the organisational strategy, meeting the needs of the DEC, its members and stakeholders.
- Work with senior colleagues to protect the DEC social media reputation, help manage crisis situations and mitigate reputational risks.
- Develop and deliver guidelines on personal usage of social media for employees, volunteers, freelancers and other key stakeholders to help safeguard the work and reputation of the DEC.
- Supervise the work of the Media and Communications Officer, secondees, freelancers, agencies and others supporting on social media during busy periods, including developing content plans and signing off content.
- Manage all DEC social media accounts directly and through social media management tools (currently Sprout Social) managing all logins, access, messages and requests, using mobile phone access where needed.
- Monitor social media accounts for unusual activity out of hours including evenings and weekends, to ensure reputational risk is proactively managed. .
- Manage and develop positive relationships with Meta, YouTube, X, TikTok and other platforms as required, working closely with the Digital and Innovation Manager.
- Produce and share analytic reports on social media metrics with colleagues in a visual and accessible way, using them to inform content and strategy. (During a live appeal this will include providing daily social media updates to the wider organisation).

Social media content production - 40%

- Create content for social media channels with an informed knowledge of content tailored for each audience.
- Input to content briefs created by the Content Gathering Manager and support colleagues present on DEC trips to create impactful social media content.
- Create design templates for social media content during appeals, reporting back campaigns and other branded messaging.
- Work with content creators to ensure informative, culturally sensitive, and impactful content is produced in a timely manner, in line with DEC brand and ethical processes.
- Explore creative ideas for campaigns with the Head of Content and Communications and wider communications colleagues to reach target audiences effectively.

- If necessary, travel to the affected region to support social media and communications content production through local storytellers.
- Ensure internal and where needed external sign-off on social media content before scheduling, with strong attention to detail and accuracy.
- Manage and share social media content on appropriate channels including on the campaign hub and digital asset management system (Resource Space) ensuring timely access for all stakeholders.

Collaboration - 20%

- Work closely with the Digital and Innovation Manager to ensure organic social media supports the paid social media strategy.
- Develop close working relationships with social media leads at DEC member charities and coordinate a social media working group for campaigns.
- Proactively review and share where appropriate existing member charity content and maximise opportunities to input to member social media plans including Instagram collabs.
- Work closely with agencies including talent management to develop and deliver a comprehensive strategy for celebrity social media engagement.

Competencies	Grade	Description
1. Delivering Quality Results	B	Demonstrates excellent project management skills within team
2. Planning	B	Is aware of others' activities and vice versa in planning activities
3. Analytical and Innovative Thinking	C	Analyses the external environment confidently and creates options for future solutions
4. Communications	C	Communicates complex technical and/or sensitive/high risk information effectively
5. Team Working and Collaboration		Develops external networks to increase internal thinking/learning
6. Leading and Motivating	B	Manages own development and seeks opportunities
7. Resilience	B	Remains professional under external pressure

PERSON SPECIFICATION			
Criterion and descriptors		Essential	Desirable
Knowledge / Experience	<ol style="list-style-type: none"> 1. Proven and demonstrable experience of managing organic social media, ideally in an NGO context, including writing briefs and working with freelancers/agencies. 2. Excellent understanding of how to develop a channel specific social media content and engagement strategy that meets organisational strategic objectives including growing reach and engagement among target audiences. 3. Demonstrable specialist knowledge of latest trends in social media tactics, strategies, and platforms. 4. Proven track record in driving successful and strategic social media content, campaigns and community management. 5. Proven experience in advising senior leaders on approaches for social media. 6. Demonstrable experience of social media content creation including digital assets and videos. <ul style="list-style-type: none"> • Experience of working on humanitarian disaster response social media. • Experience of working with Sprout Social. • Experience of working with content producers. • Experience of engaging high-profile celebrities, influencers and content creators on social media. • Knowledge of safeguarding vulnerable people via social media. 	<p style="text-align: center;">X</p> <p style="text-align: center;">X</p> <p style="text-align: center;">X</p> <p style="text-align: center;">X</p> <p style="text-align: center;">X</p> <p style="text-align: center;">X</p>	<p style="text-align: center;">X</p> <p style="text-align: center;">X</p> <p style="text-align: center;">X</p> <p style="text-align: center;">X</p> <p style="text-align: center;">X</p>
Skills	<ol style="list-style-type: none"> 1. Excellent storytelling skills with an understanding of what makes compelling content including editorial, videography, photography and audio content. 2. Strong writing and communication skills and an understanding of GDPR, safeguarding and ethical storytelling. 	<p style="text-align: center;">X</p> <p style="text-align: center;">X</p>	

	<p>3. Excellent stakeholder management skills and a proven ability to inspire, influence, and collaborate effectively at all levels of an organisation.</p> <p>4. Effective time management and organisational skills including the ability to manage and prioritise a significant workload with competing priorities/projects.</p> <p>5. Creativity and strong attention to detail.</p> <p>6. Excellent interpersonal, communication and relationship management skills with a service delivery mindset.</p> <p>7. Resilience in working with long hours at short notice, and with content that may be of an upsetting nature.</p> <p>8. High level of technical ability with all usual computer software packages [i.e., Microsoft Office, Adobe].</p> <ul style="list-style-type: none"> • Interest in humanitarian and development issues. • Awareness of and passion for EDI framework, and experience in ethical and anti-racist storytelling. 	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p>X</p> <p>X</p>
<p>Secretariat culture and mind set</p>	<p>Ensure DEC's values are integral to and are upheld, throughout your DEC journey.</p> <p>Open to effective, personalised support for managing a healthy work-life balance.</p> <p>Acute self-awareness, maintaining behaviour and conduct of the highest standards of professionalism and respect as an ambassador for the DEC.</p> <p>Actively contribute to make the DEC a diverse and equitable workplace through inclusive practice and openness to different perspectives, cultures, and ideas.</p> <p>Embrace the working culture of a progressive learning and demanding humanitarian secretariat, seeking insight and using problems as opportunities to learn.</p>		

This job description is a guide to the nature of the work required of the position at the DEC and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required as the DEC learns and evolves in response to global emergencies.