



Aberdeen Foyer-Job Profile

Job Title:	Social Media Co-ordinator
Responsible To:	Communications Manager
Responsible For:	Volunteers as required
Hours Per Week:	25hrs
Location:	Currently to work from home in line with Scot Gov guidelines with longer term position at Aberdeen Foyer's main office in Aberdeen
Job Purpose:	To enhance and promote the work of The Foyer through impactful digital campaigns, enhanced growth and network of followers and build a strong online presence for the charity

Aberdeen Foyer is local charity that supports the most vulnerable young people and adults in Aberdeen City and Shire. We're a well-established and networked organisation with a fantastic team of people doing amazing things to help support people out of poverty, homelessness and into education/employability. At the heart of The Foyer we believe that enabling people who can move towards and into work actively supports a positive contribution to their own wellbeing and the wellbeing of their families and communities reducing the impact of poverty.

We're looking to hire a Social Media Co-ordinator for 25 hours a week who will work with senior management and communications to create, co-ordinate and deliver our digital campaigns.

We're a diverse and dynamic employer providing flexible working, support, guidance and development. Working for The Foyer means working in a fast paced, exciting and fun environment where no two days are the same. If you're a creative, flexible, motivated self-starter with a passion digital marketing and share our belief that everyone has a right to a better future to improve and thrive, then this is the role for you.

Main Accountabilities

- Writing, reviewing and scheduling content across a variety of social networks using various scheduling and analytics tools
- Assisting with setup, content creation, schedules and plans for wider campaigns
- Monitoring social media accounts and gathering performance data to help generate feedback, reports and recommendations
- Brainstorming on social content and digital activation ideas and supporting wider marketing and business development teams
- Managing and organising images, videos and GIFs to be produced by our in-house creative agency, Foyer Graphics

- Provide relevant training to peers on social media platform use to ensure all communications and content are standardised

Desired skills and attributes

- Social media experience
- Use of digital platforms and scheduling tools
- Excellent written and communication skills with strong attention to detail
- Professional, friendly approach
- Proficient with computer software programmes including but not limited to Microsoft Office
- The ability to prioritise projects and campaigns, deliver to plan and use initiative
- Capable of analysing data quantitatively and qualitatively
- Some budget experience/accountability (for planning social media campaigns) but this is not essential
- Experience of building strong working relationships with stakeholders
- A confident communicator
- Strong organisational and project management
- The ability to add value to the role by using your initiative and motivated to make a difference
- Creative and innovative approach

Internal Liaison

- Develop and maintain good working relations by working collaboratively with internal stakeholders
- Participate fully in all relevant team/other identified meetings
- Identify and report any gaps in resources required to assist you in achieving successful outcomes for your work
- Seek opportunities to demonstrate the impact of your work with your line manager

External Liaison

- Develop and maintain good working relations by working collaboratively with external stakeholders