



Job title: Social Media & Content Manager

Location: Remote working in the UK

Responsible to: PR and Communications Manager

Salary: £35,000 - £40,000 per annum, depending on experience

Contract: full time, 37 hours a week

Closing Date: Thursday 7th July at 23:59

Interview Date: Tuesday 12th July or Wednesday 13th July

Please note, if you do not provide a covering letter, your application will not be considered.

Why us?

Speakers for Schools is a dynamic, swift-moving and fast-growing charity. We are on a mission to support a million young people across the UK annually by 2023. Having taken the first steps on the road to achieving this, our team has grown tenfold in the past two years. This has supported growth in our employer network from 70 to 700 leading employers and 3800% growth in the number of work experience places offered during the same period.

We want to level the playing field, making sure that all young people can access inspirational opportunities and experiences to fuel their ambition.

We are united and unique in our mission to transform lives by raising the aspirations of millions of young people every year. Each year, 1,500 senior leaders, celebrities and industry experts deliver a difference by sharing their story with students in schools and colleges in every corner of the UK. We connect employers such as Disney, The Bank of England, Spotify, PwC and almost seven hundred others to communities to provide access to the top opportunities for all across the UK. With us, you will be part of inspiring a generation to reach higher, broaden horizons and get equal access to the top.

To keep growing our charity and our impact, we need top talent and we are committed to treasuring, developing and supporting them to thrive within their roles.

Speakers for Schools Values

PASSION: We are committed to levelling the playing field for young people across the UK, creating social mobility and tackling disadvantages.

AGILITY: We challenge our ideas of what is possible in order to better meet the needs of those we support. We are human, make mistakes, learn, evolve and adapt.



- INTEGRITY:** We act with empathy and bring our authentic selves to work every day. We value and respect the talent, time and intentions of those we work with.
- COLLABORATION:** We are one team with one mission and only by working together can we deliver better outcomes for young people. We support each other unconditionally and feel motivation in shared success as well as individual progress.
- DIVERSITY:** We know it takes people with different ideas, strengths, identities, interests, and cultural backgrounds to make our organisation succeed. We encourage constructive debate and critical friendship.

Role Summary

This role is a fantastic opportunity to shape the social media and content strategy of the UK's leading youth social mobility charity, Speakers for Schools, in an exciting period of growth and change. You must be passionate about social mobility and youth-focused communications.

The ideal candidate will have their finger on the pulse of social media content trends and, what works to engage Generation Z. This is a perfect opportunity for a candidate with a strong grounding in social media looking to build communities and create organic content strategies.

Key Duties / Responsibilities:

This role will focus on growing our organic social media channels and communities in innovative ways to position Speakers for Schools as the go-to place for young people, particularly from disadvantaged backgrounds, to become inspired, excited and motivated about their futures.

- Plan, implement, optimise, and manage organic content across all social media channels, including Instagram, Facebook, Twitter, TikTok, LinkedIn and other relevant platforms, adding value to our audience and driving channel growth.
- Develop and implement a clear strategy for each social media channel
- Develop and implement an engaging YouTube strategy from scratch
- Develop relationships with and utilise influencers, micro-influencers and our community of stakeholders to help tell our charity's story
- Build a consistent tone of voice and persona on social media channels
- Deliver reactive, topical and entertaining content daily, using the latest social media trends
- Plan and deliver social media content for larger charity campaigns and national awareness campaigns
- Bring emotion into storytelling across social media channels
- Bring an innovative approach to social media content creation,
- Ensure regular communication with our audiences to build brand trust and loyalty, including promoting key campaigns
- Keep your finger on the pulse on the latest social media trends and inform the team's knowledge on the latest updates to social media.
- Meticulous and consistent scheduling and housekeeping



- Lead on generating creative ideas for social first-content including campaign assets, real-time videos and copy
- Curate image/video library to leverage across social media assets
- Monitor competitor activity regularly to ensure the brand remains relevant.
- Continually identify opportunities to target young people with impactful and creative content ideas
- Work with the Marcomms team to develop new social initiatives to drive targets, i.e. partnerships, competitions, giveaways, influencer content
- Confidently and collaboratively work with stakeholders and broader charity teams to share knowledge and social media best practice
- Assisting the Digital Marketing Executive in executing and implementing a cross-channel digital strategy
- Create regular reports on engagement and performance across our social media channels
- Feedback learnings from social media to the Marcomms and relevant charity teams, e.g. audience sentiment, questions, etc
- Visits to capture content at key events such as VIP school talks

Skills / Experience / Knowledge:

Essential

- Extensive experience in a relevant role where content and social media development and execution were a key part of the role
- Comfortable and confident to get in front of the camera to generate fun and engaging content
- Proven track record in making engaging content on social media
- Proven track record of driving channel growth
- Experience in video editing
- Experience in running multiple social media channels
- Experience in working with youth audiences
- Experience in working with influencers
- Proficiency with social software, i.e. Meta Business Manager/ Hootsuite/ Sprinklr
- Experience with image and video editing software e.g. Canva, InShot, Adobe Premier Rush
- Strong understanding of social media trends
- Demonstrable experience and understanding of youth marketing and an ability to connect with young people
- Experience working collaboratively within a team and across multiple departments
- Proven track record working across multiple projects and deadlines
- Comprehensive knowledge of Microsoft Office Suite, including Teams, Excel, Word and PowerPoint.

Desirable

- Experience with Photoshop and After Effects
- An existing influencer network

Benefits offered at Speakers for Schools:



- 25 days annual leave plus bank holidays
- Morning of your birthday off
- Pension scheme
- 3 voluntary days per year
- Wellbeing programme
- Enhanced maternity/paternity/adoption package
- Subsidised office furniture
- CharlieHR perks
- Perkbox
- £500 a year training allowance

Diversity at our core

At Speakers for Schools, we are committed to encouraging equality and diversity among our workforce, and to eliminating discrimination. Our aim is for our workforce to be truly representative of all sections of society and our customers, and for each employee to feel respected and able to give their best.

We welcome applications from all, including those where employment has been affected by Covid-19 and those seeking to change careers. Diversity is at our core, join us.

Disability Confident Employer

Speakers for Schools are glad to be Disability Confident Employers. This means that if you have a disability and you meet the minimum criteria for the role you will be invited to interview.

Please note that in certain recruitment situations, such as a high number of applications and seasonal and high-peak times, Speakers for Schools may limit the overall number of interviews offered to both disabled people and non-disabled people.

We usually ask for a CV and covering letter to be submitted as part of the application process. However, we understand that this is not always accessible to everyone, so we welcome video and phone call applications as alternative ways to apply. For additional information or support, please contact us via recruitment@speakersforschools.org

How to apply:

Please apply as soon as possible submitting your CV, a portfolio of your work and a one-page covering letter which outlines your specific interest and ability to successfully fill this role, as well as your salary expectations and current notice period. **Please note, if you do not provide a covering letter your application will not be considered.**

Appointees are subject to a successful DBS check, as contact with young people is likely.

You must have the right to work in the UK to apply.



The Journey to joining Speakers for Schools:

The closing date for this role is **Thursday 7th July at 23:59**

Successful candidates will be invited to interview on Tuesday 12th July and Wednesday 13th July. Please keep this date free as alternative dates may not be possible.

Our new team member will start ASAP.

If you have not heard from us two weeks after the interview date, please presume your application has been unsuccessful.