



## **Social Media Officer Job Description**

**Salary £15p/h (London Living Wage)**

**Hours:** 24 hours per week (Three Days a week)

**Pension Contribution:** 5% per annum

**Location:** London

**Contract Type:** 1 Year Fixed Term Contract

**Reporting to:** Project Manager

## **Who are we?**

The Anti-Tribalism Movement is a non-profit organisation committed to tackling tribalism and promoting fairer and more equitable societies. With over 12 years of experience providing advocacy, support, and specialist services to tackle inequalities and promote fairer societies.

## **Why we are recruiting for this role**

The Social Media Officer will work with teams across the organisation to create engaging social media content, plan and deliver social media campaigns, and build online communities on our social media platforms. We are looking for a bold and creative individual to join our expanding team. Join one of the most exciting charities in the UK and help us take our social media strategy and content to new and interesting places.

## **What you will be doing**

You will strategically identify, and post engaging content for our social media platforms and websites which will inspire people to support our work. You will interact with our communities on these platforms to increase engagement, followers, and the quality of their experience. You will identify key influencers and conversations where we can engage to better showcase our work and expand our reach.

## **Your responsibilities:**

### **Social Media:**

- Collaborate with teams to create engaging, on-brand social media content across Facebook, Twitter, Instagram, LinkedIn, Tiktok and YouTube.
- Regularly update ATM, Culture House and International Somali Awards (ISA) social media platforms, websites and Flickr.
- Produce targeted, high-quality newsletters for our audience.
- Develop and execute a growth-focused social media strategy, with clear benchmarks for engagement and impact.

- Engage with followers, respond to comments, and moderate discussions to nurture online communities.
- Monitor and report on social media and website performance using tools like Google Analytics.
- Stay informed about new social media trends and innovations, recommending improvements to our strategies.

### **Digital Fundraising**

- Maintain and enhance donor engagement through consistent updates and reports.
- Test fundraising campaigns informed by social media insights.
- Manage and update the donor database and Customer Management System to track and nurture supporters.
- Provide performance reports and strategies to sustain and grow donor contributions.

### **About you:**

We're looking for someone who:

- Has a proven track record of managing social media accounts and creating effective strategies that increase engagement.
- Is experienced in producing performance reports using tools such as Facebook Insights, Twitter Analytics, and Google Analytics.
- Is knowledgeable about social media trends and can apply data-driven strategies.
- Demonstrates creativity in addressing communication challenges.
- Is organized, adaptable, and able to prioritize multiple tasks.
- Can build positive relationships with internal and external stakeholders.
- Is a proactive, self-motivated individual with a can-do attitude.
- With attention to detail and strong communication skills.
- Is a team player passionate about social media and digital trends.

The Anti-Tribalism Movement is an equal opportunity employer with a strong commitment to diversity and inclusion. We prohibit discrimination based on clan, race, age, national origin, disability, or any other legal protected characteristic.

**To apply for this role, please email your CV, Cover Letter and activity to [info@theatm.org](mailto:info@theatm.org) with the subject line 'Social Media /Digital Fundraising Officer Application.'**

**Application deadline is 11:59 pm on 15th December 2024, Interviews will be held on the 19th and 20th of December, please add preferred date in your email.**

**Application activity: Select one ATM project to create a social media plan for 3 different social media platforms. The posts cannot be the same as the posts we have already posted on our social media platforms, and must be made to suit their selected social media platform. The content needs to be exciting and different to what we have already posted.**

**Social media platforms include Twitter, Tiktok, Instagram, Facebook and LinkedIn. You can check [out our website](#) to view our different projects for your activity.**