

## **Job Description**

JOB TITLE: SOCIAL MEDIA ASSOCIATE

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REPORTS TO: EXECUTIVE DIRECTOR

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NO. OF SUBORDINATE STAFF: NONE

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This is intended as a general indication of the responsibilities of the job and does not include detailed instructions as to how the tasks are undertaken.

### **Job Purpose**

The Social Media Associate is part of the Media and Campaigns team role working closely with policy, advocacy and programmes colleagues: promoting our initiatives, engaging advocacy and grassroots campaigning across our social channels and in international media, as well as supporting the Campaigns and Media Manager, and the Media and Public Affairs Manager in their roles. This role is vital in ensuring our advocacy has a high impact on the global policy agendas we focus on.

In this, the job-holder will provide seamless service both internally to their colleagues and externally to the Foundation's various statutory bodies, members and partners. The role reports to the Executive Director.

### **Nature and Scope**

The Foundation Social Media Associate works closely with the Media and Campaigns team, as well as with other Foundation colleagues in London, Paris and Washington, to ensure effective and efficient co-ordination of the Foundation's social media presence, working to help pioneer our activity on new platforms and continue to develop engaging content that increases the impact and reach of our work. She/he provides wide-ranging support to the Campaign and Media Manager, the Media and Public Affairs Manager, the Deputy Directors and Executive Director.

The post is based at the FIA Foundation headquarters in central London. The headquarters is the central point for all enquiries from members, trustees, partners and applicants.

### **Main Accountabilities**

1. Manage the scheduling of approved content across all platforms.
2. Work with the Campaigns and Media Manager to implement the Foundation's social media strategy across all platforms and initiatives.
3. Work with the Campaigns and Media Manager to produce innovative content for new reports, events, and campaigns.

4. Expand the Foundation's range of social channels, working with the team to tailor content for individual platforms that will continue to grow and engage our global audiences.
5. Monitor social media activity by related organisations and opinion formers.
6. Source partner content for promotion across our channels to amplify the work of the Foundation.
7. Manage and monitor analytics to produce monthly performance reports, in line with our KPIs.
8. Follow and build upon our social media guidelines.
9. Assist in building the online personality of all our different initiatives across established and new channels, in line with our overall communications strategy.
10. Consistent, professional and engaging community management.
11. Keep the team up to date on the latest social media developments.
12. Support and research as required by the Campaigns and Media team and senior management.
13. Undertake other duties in support of the Foundation and colleagues as required from time to time.

#### Contacts

Internal: Foundation senior management; Foundation colleagues in London, Paris and USA

External: Media contacts  
Foundation partners and networks

#### Special Conditions

Occasional flexible hours and some international travel.

#### Qualifications and Experience

##### Essential:

Educated to degree level or equivalent experience;

Outstanding written English skills including the ability to produce engaging, creative, platform-appropriate social copy;

Meticulous attention to detail, problem-solving ability and an initiative-taker;

Excellent organising and prioritising ability, assertiveness and diplomacy;

A passion for social media and a thorough understanding of its role for campaigns and advocacy work;

Knowledge of key social platforms, technologies and channels;

Experience of managing multiple social channels in the charity, consumer or media sector;

An understanding of social media best practice;

Experience of producing/briefing-in social-specific content including different video formats;

Basic understanding of paid promotion on different platforms;

Excellent interpersonal skills;

IT literate; and

A team player.

##### Desirable:

A keen interest in international affairs and global public policy advocacy.