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| **Role title:** | Social Media Executive | **Responsible to:** | Marketing Manager |
| **Division:** | Business Development and Engagement | **Department:** | Brand and Marketing |
| **Direct Reports and Level:** | No direct reports | **Scope:** | Responsible for the day-to-day management of MPS brand’s organ social media and display advertising globally including Meta platforms, Twitter, LinkedIn and Google as well as other existing and emerging platforms. |
| **Scale:** | 0 People  £0 Budget |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Core 1 | **Role Family** | Sales, Marketing and Communications |

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| **Overall Role Purpose** |
| The Social Media Executive will be responsible for the day-to-day management of MPS’s organic social media presences and display advertising across Meta platforms, Twitter, LinkedIn and Google as well as other existing and emerging platforms.  You will work with the Marketing Manager and Digital Marketing Manager to manage and plan the execution of social media content and campaigns across the platforms, and exhibit command over MPS’s brand voice online.  This role will also require you to work with ***the Digital Marketing Manager*** to continued evolving and implementing MPS’s organic social media and display advertising strategies. The role involves:   * Ownership of the social media content plan. * Implementation and optimisation of social media campaigns notably for Marketing, External Relations (press and policy) and other internal expert content sources. Includes both organic and paid / targeted media. * Development and management of social media influencer (micro/nano-influencer) and user generated content. * Growth of social media colleague (employee) advocacy including coaching and training colleagues. * Monitoring, triaging and responding to social media comments and direct messaging. * Analysis, reporting and insights relating to social media performance in order to optimise performance. * Champion data-driven best practice for social media including the creative content and monitoring of both channels. * Contribute to continual improvement in strategy, systems, new platforms and opportunities and approach. * Support in incident management.   You will need to be adept in writing appropriate content and asset creation and ensuring that campaigns are delivered on budget and within agreed timeframes.  The Social Media Executive will build relationships with key internal and external stakeholders through appropriate internal engagement and will attend relevant MPS run events to enrich social media opportunities.  The Social Media Executive is part of the Digital Marketing team in the Brand and Marketing department who shape and deliver MPS’s member facing online presence and digital member engagement strategies in order to define and deliver a consistent and compelling MPS brand message to our audiences to support growth and retention. |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational Leadership**   * Support the development and delivery of the Business Development and Engagement (divisional) strategy to plan, cost and quality * Support Business Development and Engagement projects affecting MPS wide and roll out other projects/initiatives within Business Development and Engagement ensuring delivery of projects to time, cost and quality and that can demonstrate a return on investment | * Corporate Strategic priorities Vs plan * Division Plan delivery Vs plan * Delivery of projects to plan * Stakeholder feedback |
| **Financial**   * Ensure that all spend is managed within organisation policy reporting on variance to budget to the Business Development and Engagement leadership team | * Operational budget Vs Plan * Member numbers Vs plan * Income Vs plan * Retention targets delivered Vs plan * Cost of sales Vs plan * Operational budget Vs Plan * Return on education Vs plan |
| **Member**   * Monitor and provide robust challenge of emerging people risks and issues arising from business activities which fail to deliver appropriate and consistent outcomes for members or are likely to have a material adverse effect on the Group, its operation or financial security | * Net promoter score |
| **People**   * Take personal accountability for own training, competence, performance and engagement ensuring clarity on own accountabilities and comply with all governance, policy standards and processes | * Delivery of Personal Development Plan to plan * One to one / performance review meetings Vs Plan |
| **Risk**   * Identify and report risks and issues identified within Business Development and Engagement and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues | * Risk & Control Self- Assessments * Audit Actions |

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| **Responsibilities (RACI)** |
| Manage Social Media activity, campaigns and day-to-day activities including:   * Social media content   + Curate, create and adapt content for each specific social network   + Post and schedule content and management of published content * Monitor, listen and respond to users and coordinate responses from colleagues * Identify threats and opportunities in user generated content surrounding the business. Report notable threats to appropriate management * Work with creative team to ensure assets meet best practice and brand guidelines * Work closely with External Relations team to deliver effective campaigns, messaging and media related issues * Develop, create and manage targeted paid promotions and display ad campaigns * Use data to make informed decisions and to test new approaches, content and campaigns, analysing results to constantly improve efforts * Promote and facilitate colleague advocacy and support for MPS in Social Media spaces * Monitor and share trends in social media tools, applications, channels, design and strategy * Develop and deliver regular reporting for management teams * Analyse campaigns and translate anecdotal or qualitative data to draw out actionable insights, making recommendations and plans for revising social media approach or specific campaigns * Monitor effective benchmarks (best practices) for measuring the impact of social media campaigns. Analyse, review, and report on effectiveness of social media activity to maximize results. * Develop a methodology and implement a proactive process for capturing customer online views and reviews. Monitor online ratings where appropriate and respond accordingly. * Work cross functionally to find new opportunities for MPS by keeping up to date on the industry and also what is changing on social networks; working with relevant teams to be able to react and respond accordingly * Setting the tone for the community, being present, enforcing community guidelines, and potentially deleting posts when appropriate. * Review and update MPS social media usage policy |

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| **Key Governance Responsibilities** |
| * N/A |

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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading Others |
| Building Capability in Self and Others | Leading Self |
| Influencing Others | Leading Self |
| Collaborating for Results | Leading Others |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking | Leading Self |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Educated to degree level | * Demonstrable passion for social media management and a command over fostering on-going engagement across platforms. * Excellent writing, editing and verbal communication skills * Ability to anticipate issues, set priorities and proactively develop strong relationships both internally and externally * Strong communication skills with ability to gain credibility and drive through ideas with colleagues * Meticulous attention to detail * Quick decision-making, good judgment, ability to be calm in the face of stress, ability to think globally * Ability to troubleshoot and know where to pass a complex question, knowledge of the company / products / services * Strong organisational skills | * Demonstrable experience and immersion in social media within a corporate environment * Social media background including a proven experience of 2 years managing the day to day operation of a brand social media account across different platforms * Track record of increasing reach and engagement through management of social media accounts * Experience of delivering social media marketing campaigns |
| **Desirable** | * Digital marketing qualification | * Developing scripts for animation, video, corporate content * Knowledge of website usability principles and techniques * Analytics and tracking | * Marketing communications, digital communications or relevant work-related experience * Paid social media marketing experience |