



JOB TITLE	Reports to	Location
PR and Social Media Manager	Head of Individual Giving and Marketing	Edinburgh – flexibility with remote working

WHAT IS THE PURPOSE OF THE ROLE?

To be responsible for the communications Social Bite produces externally, shaping key messaging and ensuring what we are saying – and how – is effective. Through excellence in communications across various platforms, the purpose of the role is to raise our profile, engage supporters and the public with our work ending homelessness, catalyse an increase donations to the charity, and raise awareness of the issues of homelessness.

MAIN RESPONSIBILITIES

General

- To create and implement an external communications and content strategy for key campaigns and ‘always on’ activity across the organisation for the charity and Social Bite Limited.

Social Media

- To lead on content creation and delivery for all social media platforms
- Devise a strategy that incorporates both charity and social business messages, and achieves optimal balance between impact inspiration, awareness raising, asks and thanking
- To grow social media following in line with agreed KPIs
- To highlight social impact of Social Bite through social media platforms
- To raise donations through social media platforms
- To maximise success of key campaigns through social media content and traditional media activity
- Work closely with and empower the wider team to gather a pipeline of stories and images for supporter recognition and thanking, shared in a timely manner
- To undertake paid social media advertising campaigns to achieve key KPIs
- Oversee and manage all Social Media handles and empowering a small team of users where appropriate
- Implement a blog and create blog posts on a regular basis to raise awareness of the issues of homelessness

PR

- To lead on all media and press activity for Social Bite
- Liaise with PR Agency on key messages, crisis comms and PR strategies
- Respond to reactive enquiries and hold the relationship with our PR agency on proactive strategy
- To ensure PR plans and outcomes are effective in line with organisational objectives, locally and nationally
- To lead internally on crisis communications where appropriate, working with Executive Director Founder and Executive Chair

Content creation and storytelling

- Produce / gather / sign-off on content for various comms including email updates/newsletters, social media, website, impact reports, brochures, leaflets etc.
- Lead on the creation of a ‘story bank’
- Work in conjunction with Social Impact team to gather and craft case studies of lived experience, ensuring effective record keeping (in line with GDPR)
- Responsible for key messages across the organisation and supporting the brand positioning of Social Bite Group
- Supporting email communications to regular donors and during key campaigns
- Supporting key partner comms by providing content, advising on plans, inputting into / signing off on press releases and quotes, working with our PR agency accordingly
- Leading on compilation of material for impact reports, working closely with Social Impact team, Growth Programmes Manager and other internal and external stakeholders
- Produce regular content for website refreshes
- Provide tailored impact reporting for a variety of stakeholders and annual impact report



MAIN RESPONSIBILITIES

- To provide impact content for use in internal comms, supporting HR Business Partner on its implementation
- Key Social Bite representative for the wider sector and liaising with Charity Partners for capturing impact content

Other

- Support the management of email communications including list builder and permissions
- Oversee consent permissions for photography and videography in line with GDPR
- Mobilise cross-functional communications to ensure clear and accurate messaging to supporters and general public
- Provide support for other aspects of fundraising and marketing as required at busy times of the year
- Carry out any other duties as required within the general remit of the post

KEY CHALLENGES

- Fulfilling objectives for a variety of departments
- Balancing key annual campaign requirements and long term sustainable Social Bite activity
- Prioritising proactive comms eg. posts impact updates amongst high volume of reactive demands
- Balancing the importance of relationship-centric comms like supporter recognition posts, alongside comms strategy for growing following and content that will get most cut-through

KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS

Essential

- Experience and successful track record of delivering external communications
- Experience of working with a PR agency
- Adept at absorbing complex information and turning it into simple-to-understand messages
- Exceptional communication skills – written and verbal, with the ability to write compelling copy and articulate key messages clearly and succinctly
- Ability to build relationships with a wide variety of individuals of all levels of seniority to achieve positive outcomes and establish sustainable relationships
- Good influencing and negotiating skills
- Excellent time & priority management and organisational skills
- Excellent attention to detail
- Competent in working with Microsoft packages, including but not limited to: Excel, Word and PowerPoint

Desirable

- Experience with CMS
- Experience with Adobe CS
- Experience with email providers such as Mailchimp
- Experience of digital marketing – paid social advertising (Facebook and Instagram) and paid search (Google)
- Experience of working with websites, like Wordpress

PERSONAL ATTRIBUTES

- A creative thinker
- A can-do attitude with ability to respond to setbacks positively
- Self-starter, confident in working independently and proactively reaching out to stakeholders to achieve objectives
- Flexible and solution-focused



PERSONAL ATTRIBUTES

- Commitment to Social Bite’s vision, mission and values – especially a passion for the cause of ending homelessness and transforming the lives of people experiencing homelessness
- Ability to represent the work of Social Bite to the public with commitment and integrity
- To help promote an effective, positive and constructive team culture, where the work of others is valued and respected

RELATIONSHIPS – Internal & External

Internal

Head of Individual Giving & Marketing
Director of Fundraising and Partnerships
Executive Director and Co-Founder
Chair
Head of Social Impact
Commercial Director
HR Business Partner

External

PR agency
Media contacts
Some talent
Charity partners
All external audiences